

The Cariboo - Chilcotin Tourism Region



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CARIBOO-CHILCOTIN



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1.0 CARIBOO-CHILCOTIN REGIONAL TOURISM PLAN

1.1 Introduction

In recognition of the increasing importance of tourism to the Province of British Columbia, a total of nine regional tourism plans, of which the Cariboo-Chilcotin Tourism Region is one, have been prepared under the terms of the Canada-British Columbia Travel Industry Development Subsidiary Agreement. The purpose of this document is to examine and assess tourism opportunities in the Cariboo-Chilcotin and associated coastal areas and to outline development opportunities that could be undertaken through the Federal-Provincial Agreement as well as other government agencies and the private sector. In the preparation of this document, it is recognized that much of the plan will be implemented by separate agencies and individuals and through specific project plans. Tourism planning is a continuous dynamic process that must respond to markets, the financial community, environmental implications, and the needs of the travelling public. This Cariboo-Chilcotin Tourism Development Plan is part of that process and has been prepared in accordance with the British Columbia Tourism Development Strategy.¹⁾

1.2 Regional Setting

The Cariboo-Chilcotin Tourism Region, an area of approximately 110,900 square kilometres²⁾ in size, is located in the central part of the mainland of British Columbia. The area is defined by the Columbia Mountains and Wells Gray Provincial Park on the east, the northern boundary of the Cariboo Resource Management Region (north of Quesnel), Queen Charlotte Sound on the west, and the southern boundary of the Cariboo Resource Management Region amended at the Yalakom River to follow the north boundary of the Squamish-Lillooet Regional District and the east side of Highway 97.

The area is essentially contiguous with the Cariboo Resource Management Region. In turn, it is also similar to the combination of the Cariboo and Central Coast Regional Districts and a small portion of the Thompson-Nicola Regional District near Clinton. The boundaries of the Region were determined as a result of the preparation of the British Columbia Tourism Strategy.³⁾

With just under 12% of the province's area, approximately 53,500 persons or 2.2% of the total provincial population (1976 Census), are found within the study area. Quesnel, with an estimated 1979 population of 8,250, is the largest community, although Williams Lake, with 7,069 persons in 1978, has historically been the major regional tourist service centre and regional gateway. Both communities have airports. Further to the south is 100 Mile House, the largest local service centre, with a population of 1,584 (1976). The closest major markets are the urban centres of the Lower Mainland (1,277,000) and Greater Seattle (1,427,000 in 1979), both of which are also international gateway centres for United States and overseas travellers. To the north of the Region is Prince George and to the southeast is Kamloops. These two centres provide local markets for the Quesnel/Barkerville and 100 Mile House/Interlake areas, respectively.

The dominant features of the Cariboo-Chilcotin Tourism Region are the spacious rolling grasslands and forests of the plateau areas stretching from the Quesnel Highland in the east to the various ranges of the Coastal Mountains in the west. Most of the plateaux are approximately 1,000 metres above sea level. Numerous lakes are also found in the Region especially east of 100 Mile House, in the Quesnel highland and the Chilcotin, including higher level lakes in the mountain ranges. Wild whitewater rivers are abundant, the Chilcotin and Fraser River systems being best known. An extensive mountain area, dissected by several major fjords, divides the grasslands from the Pacific coast rain forest.

Except for the coastal areas where unusually high levels of precipitation occur and where fog is common in winter, most of the Region has a continental climate with dry warm summer and fall seasons and winters with powder snow.

The major modes of access are by road and air, although there is rail access from Vancouver and limited ferry service along the coast. Both Williams Lake and Quesnel are linked by direct flights to Vancouver; there are no international flights to the Region. The Trans-Canada Highway by-passes the Region to the south while the Yellowhead 16 route from Edmonton west by-passes the Region to the north. Highway 97, the major north-south highway in British Columbia, traverses the Region, connecting the other two main routes for travellers from the south and east. It is generally well used. Highways 26 and 20 are important secondary routes branching off Highway 97, but do not connect with other road systems.

The key economic activities in the Region are cattle ranching and forestry, with some mining, coastal commercial fishing and tourism. While the accommodation base has been growing in Williams Lake and Quesnel, only a few of the much smaller communities such as Lac La Hache and Wells are highly reliant on tourism. On a broader scale, tourism is of growing importance in the 100 Mile House and Interlake areas.

From Drawing No.1, Regional Setting, the influences of adjacent areas on the Region's tourism potential can be assessed. Currently, tourism has a minor role, although the Chilcotin wilderness has long been an international fishing mecca and Barkerville Historic Park is an outstanding provincial attraction. Resorts and recreation properties are found in the Interlake area and around 108 Recreational Ranch, where activities centre on fishing, horse-back riding, guest ranches and, in the winter, cross-country skiing. The Wells-Barkerville-Bowron corridor does have potential

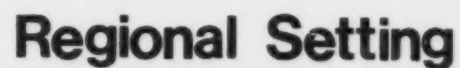
for further development of the gold-rush theme and outdoor recreation, although it is at present primarily a day visit destination for auto travellers and bus tours. The Bowron Lake Canoe circuit is famous but limited to active recreationists. The Horsefly/Likely areas and Quesnel Lake cater to more independent travellers as does Highway 20 west to Bella Coola. This route has few services, steep gradients near Tweedsmuir Park and no circle route capability except by barge connection at Bella Coola.

Within the Region, the climate, the open spaces and "western" character, fishing, rafting and cross-country skiing are the major draws. Barkerville Historic Park is by far the most important tourism attraction, since there are few man-made features in the Region.

1.3 Current Tourism Development

The forum process held in the Region revealed that the tourism industry in the Cariboo-Chilcotin Tourism Region is still in its infancy and is primarily automobile oriented. Accommodation facilities along Highway 97 north depend extensively on commercial trade, supplemented by tourist trade. The main tourism industry is based on dude ranches and fishing resorts, there being several exclusive remote fishing resorts as well as the large 108 Resort Ranch. Most other facilities are more modest or do not have true resort character. Tourists are attracted by the western theme, open range, and lakes since there are few specific tourist attractions other than Barkerville.

Williams Lake, at the junction of Highways 97 and 20, is central to the Region and is the major commercial/service centre. However, Williams Lake is not a tourist destination except during its annual Stampede Week, which in 1979, attracted over 15,000 people. Further north is Quesnel, accommodation base and gateway to Barkerville Historic Park; Wells (an old mining town) and the



1.3

Bowron Lakes, popular for canoeing. South of Williams Lake is the Green Lake area where small family resorts, especially fishing resorts, are found. Highway 20 west from Williams Lake to Bella Coola at the entrance of the Pacific, is an adventure route which beckons hardy independent auto travellers. Few facilities are found en route. Although the Region is large, very little tourism development is found elsewhere.

1.4 Study Approach

Development of the Regional Tourism Plan for the Cariboo-Chilcotin Tourism Region was undertaken by a multi-disciplinary team in accordance with the provincial and regional approach presented in the report, British Columbia Tourism Development Strategy. The work has been carried out under the Canada-British Columbia Travel Industry Development Subsidiary Agreement (TIDSA) (October 1978) and the guidance of an Inter-Governmental Management Committee.

The regional plan recognizes the need for joint resource planning to enhance tourism development and has been prepared in the context of planning done by other provincial and federal agencies, particularly Parks and Outdoor Recreation, Fish and Wildlife, Tourism, Heritage Conservation, Forest Service, Transportation and Highways, Environment, Municipal Affairs, Fisheries and Oceans, and Parks Canada.

In addition, regional and local governments, travel industry groups and special purpose organizations such as heritage societies, environmental groups or chambers of commerce were invited to present their ideas on the future of tourism within the Region. This process added further insight into opportunities and the social capability of the area to sustain more tourism activities.

In terms of methodology, the study relies primarily on secondary data and information provided by relevant agencies and individuals at the local, provincial and federal levels as well as new data developed through special studies carried out under TIDSA. These data sources have been augmented by field visits and maps as well as interviews and contacts with private and public agencies involved in tourism. However, no original user surveys or biophysical data collection was carried out for this study, although the most recent visitor data ⁴⁾ and results ⁵⁾ of local consultation were also considered. Official Regional Plans, background papers and selected Official Community Plans have also been assessed, especially for policy aspects.

An inventory and analysis was undertaken of the natural, physical, human and historic resources of the area to determine existing and potential opportunities for development. Visitor profiles were developed for the major tourism sectors and related to the supply of existing facilities, attractions, events and infrastructure. The natural, physical, human and historic resources were identified and evaluated on a landscape basis to determine the location of outstanding tourism resources. Tourism markets were examined to determine trends in tourism and recreation and the shortfall or over-supply of local and regional opportunities in specific destination areas and along major transportation corridors.

The final chapter in the report outlines the proposed conceptual plan for the Cariboo-Chilcotin Tourism Region and its relationship to the Provincial Strategy, the development plan with specific proposals identified to meet market requirements and resource opportunities, and finally a phasing and implementation program. In the development of the regional plan, a hierarchy was prepared to guide both the planning and evaluation of proposals on an area, corridor and nodal basis.

FOOTNOTES:

1. Province of British Columbia Tourism Development Strategy, October, 1979. This regional tourism plan has been prepared by Marshall Macklin Monaghan Ltd., Stevenson & Kellogg and L.J. D'Amore and Associates, 1979.
2. Based on the addition of the following regional districts (Central Coast, Cariboo and part of Electoral Area E of Thompson-Nicola). Source: Statistics Relating to Regional and Municipal Governments in British Columbia, June 1979, Ministry of Municipal Affairs.
3. Province of British Columbia Tourism Development Strategy, Op.Cit.
4. Visitor Survey 1979, compiled by B.C. Research for the Ministry of Tourism.
5. Area meetings were held in Williams Lake and Quesnel representing 20 organizations; 9 written submissions were also received.

2.0 CARIBOO-CHILCOTIN REGIONAL TOURISM RESOURCES

2.1 Approach

This chapter is concerned with describing and evaluating the natural, physical, human and historical resources of the Cariboo-Chilcotin Tourism Region. For the purposes of a regional tourism strategy, it is important to identify the present levels of use and the potential attractiveness (quality) of the available resources so that decisions can be made regarding their future development in light of their carrying capacity (social as well as biophysical), market opportunities and the objectives of the Province of British Columbia.

This chapter has been organized in a systematic manner to present a comprehensive overview of the natural conditions within the Region while highlighting the major existing and potential tourism/recreational resources and features. After introducing the methodology utilized in the resource analysis, the chapter continues with a description and evaluation of the significant natural, human, historical resources and the tourism infrastructure, and concludes with a summary and assessment of the existing and potential tourism opportunities within the Region.

In order to systematically inventory and assess the tourism and recreational resources, four categories of resources were established, namely: natural, physical, human and historical. The resources within each of these categories were described and then assessed on a landscape unit basis. For the purposes of this tourism strategy, natural resources are defined as those parts of the landscape existing as a result of natural processes and include topographic-geologic features, climate, vegetation and fish and wildlife resources. Physical resources, on the other hand, are those constructed by man to provide the tourist with the necessary amenities (infrastructure) such as lodging, transportation services and recreational

facilities. The lifestyles, crafts, popular events, sports and customs of the people of the Region make up the human resources. Historical resources are those structures, artifacts and activities or events that took place in the past and are of historical or archaeological significance. These were the four major categories of the resource base inventory.

The inventory and assessment of the tourism and recreational resources involved four steps:

1. Identification of landscape/planning units within the Region based on physiography, landscape character, water features, visual unity and tourism development capability;
2. Inventory and analysis of all major tourism resources (natural, physical, human and historical);
3. Written descriptions or graphic presentations of all tourism resources, features and attractions; and
4. Evaluation of natural, physical, human and historical resources on the basis of landscape/planning units as well as individual travel corridors to assess existing levels of tourism use and development and to determine those areas with potential for tourism/recreational development.

In order to develop an assessment and comparison of the various resource categories, the four categories were further divided into several topic areas. For example, the natural resource category was divided into geographical descriptions of major landform units, climate and vegetation. These divisions are discussed under each category and are included in the Evaluation Matrix at the end of the chapter. This matrix lists, vertically, the tourism and recreation attractions and, horizontally, the landscape/planning units and existing transportation corridors. Through this matrix a summary is made of the relative abundance and quality of various aspects of the natural, physical, human and historical resources

within the various landscape units, each of which occupies a distinct part of the Region. A comparison based on the evaluation of resources can then be made among the landscape units.

2.2 Natural Resources

2.2.1 Introduction

The natural resources of the Region are the essential elements and form the basis of planning considerations that define type, location and scale of most tourism developments and activities. In this chapter, various components of the natural resource base, which include physiographic landforms, water features, climate, vegetation, fish and wildlife, will be discussed in broad terms. This information was gathered from various sources such as personal and phone interviews, government publications, consultant's reports and field investigations. Throughout the discussion the importance of the resource components to existing and future tourism and recreation development are highlighted.

The chapter concludes with a Landscape Inventory Matrix (Figure 1). The Region was divided into 12 landscape/planning units that reflect landform character, water features, visual unit and tourism activity potential (Drawing No.2). The landscape/planning units are identified along the vertical axis of the matrix and the various characteristics and features of importance to tourism/recreation planning are listed along the horizontal axis. The presence of each characteristic, feature or condition are then indicated as a major, secondary or minor occurrence within each landscape/planning unit. Those units with a large number and variety of features can be easily identified in the vertical column of the matrix.

2.2.2 Geographical Description of Major Landform Units

The Region contains several landscape/planning units that are within the Western and Interior Systems of the Cordilleran physiographic regions. Four of the five Western System landscape/planning units are generally very rugged and mountainous being part of the Southern Coast Mountains and the eight Interior System units are rather more subdued, being composed of plateaus, basins and highlands.

2.2.2.1 Coastal Trough

The Fitzhugh Lowland landscape/planning unit is part of the Hecate Lowland portion of the Coastal Trough that stretches from the Lower Mainland to the Portland Inlet. It is a strip of low-lying country containing many islands and part of the mainland. Maximum elevations are generally below 610 metres (2,000 feet) except for a few isolated areas on Hunter and Calvert Island that rise above the general level. The lowland has been heavily glaciated with bedrock exposures very common. The seaward side of the islands are generally flat low plains with broad expanses of muskeg. The inland facing portion of the islands contain some rough topography although the relief is not great. The unit offers interesting areas for boating, fishing and seabird viewing in the sheltered inlets and rocky coastline.

2.2.2.2 Southern Coast Mountains

To the east of the Coastal Lowland lie the Dean/Kitimat Ranges and the Bella Coola/Pacific Ranges landscape/planning units. The highest peak of the Dean/Kitimat Ranges unit is Thunder Mountain, just north of the Bella Coola River at 2,682 m (8,797 feet) although most peaks are at a generally uniform summit level of 1,980 m to 2,285 m (6,500 to 7,500 feet). Many mountains are massive and round-topped having been over-ridden by the ice sheet. There are

also numerous exfoliation domes in which the monolithic mountains have huge granite sheets peeling from their tops and sides.

The Bella Coola/Pacific Ranges unit contain some of the highest peaks in the Southern Coast Mountains including Mount Saugstad (2,980 m) just south of Bella Coola, Silverthrone Mountain (1,957 m), Monarch Mountain (3,533 m) and Mt. Waddington (4,016 m) on the southern border of the Region. Extensive icefields remain atop Silverthrone and Monarch Mountains. The high mountains are sculpted by cirque glaciers and display sharp, pinnacled peaks and ridges while the summits below 2,400 m (8,000 feet) are rounded and domed as they were over-ridden by the ice sheet.

In both the Kitimat and Pacific Ranges, geologic joints and faults (called lineaments) have controlled drainage patterns and surface features. The coastline has been gouged along these lineaments by valley glaciers that carved out fjords which now penetrate deep into the mountain ranges. Dean and Burke channels are over 100 km long with several lengthy arms and there are virtually hundreds of smaller fjords along this section of the coast. The fjords, mountain ranges and peaks provide some of the most impressive scenery of the province. The fjords are less than one kilometre to three kilometres wide and have steep glaciated sides that rise from the waters edge in long unbroken slopes to summits at 1,830 to 2,440 m (6,000 to 8,000 feet). High waterfalls, long bare rock slopes and snow-capped mountains provide majestic scenery when the persistent overcast is occasionally broken.

The Niut/Chilcotin Ranges unit lie along the east side of the Coast Mountains. They display a combination of serrate peaks over 3,030 metres (10,000 feet) in the west, rising above lower rounded summits and gently sloping areas of undissected uplands in the east. It contains an area of transition from the mountains to the Fraser Plateau. Glaciation has steepened the valley profiles and scalloped the north facing slopes. Several of the scenic valleys are occupied

by clear, meltwater fed lakes - Chilko, Taseko and Tatlayoko Lakes. These ranges are in the rainshadow and are dryer and less densely forested than the Kitimat and Pacific Ranges.

2.2.2.3 Interior Plateau

The Tweedsmuir Plateau landscape/planning unit also contains part of a transition between the Coast Mountains and the Interior Plateau. Summits are generally rounded and below 2,615 m (7,100 feet) in elevation along the western portion. While physiographically comprised of mountains and plateau, the unit is dominated by three shield volcanoes of the late Miocene age that project above the general level. The volcanoes have built up dome-like piles of lava and fragmental rocks to a height of 2,479 m (8,130 feet) at Tsitsutl Peak in the Rainbow Range, 2,400 m (7,873 feet) at Far Mountain in the Ilgachuz Range and 2,366 m (7,760 feet) at Mount Downton in the Itcha Range. The Rainbow Range is a low dome-like cone about 35 kilometres in diameter with Anahim Peak (1,878 m - 6,160 feet) an obsidian plug on its northeast flank. The Ilgachuz Range is about 25 km in diameter and the Itcha Range is 15 km wide and about 65 km long. These have been heavily dissected by stream erosion and are of great geologic and biologic interest.

The Chilcotin Plateau unit is flat and gently rolling country drained largely by the Chilcotin River and its tributaries. The Plateau has been covered by glacial drift with drumlin-like forms caused by ice movement dotting the surface. The general plateau level is 600 m to 1,250 m (2,000 to 4,000 feet) and many areas are undissected. The Chilcotin River and its main tributaries, the Chilko and Taseko Rivers provide some excellent canoeing and white-water opportunities. The river valleys provide areas of major relief in the unit as they have cut deep canyons in many parts of the plateau which is underlain in many areas by lava plains. The erosion forces of the rivers have cut near-vertical escarpment faces through the lava beds.

The West Fraser Plateau unit is similar in character to the Chilcotin Plateau in that it is flat and gently rolling. However, the general elevation is between 1,200 m and 1,525 m (4,000 to 5,000 feet) and it is drained largely by the West Road River and its tributaries and parts of Baker and Narcosli Creeks. Large areas of the Plateau are undissected and low relief is provided by drumlin-like forms and eskers remaining on the glacial drift that blankets the unit.

The Fraser Basin landscape/planning unit is part of a larger unit that extends northward to Prince George. The boundary between the Basin and the surrounding plateau is placed below the 915 metre (3,000 feet) contour and the unit consists of the portion of the plateau incised by the Fraser River, the river being flanked at various heights by gravel and silt terraces. Southward from Quesnel, the Fraser River becomes increasingly restricted as it becomes more deeply incised below the plateau surface. At Soda Creek, the river flows at 424 m (1,390 feet) elevation with the valley walls rising steeply from the floor of the basin to about 915 metres. South of this point (the downstream limit of early navigation on the upper Fraser) the river flows through a gorge 305 m (1,000 feet) or more deep incised in the bottom of the basin. This is the starting point for many of the river-rafting trips down the Fraser River.

The benchlands formed by the terraces and steeply sloping and eroding banks characterize the scenic landforms of the unit.

The Camelsfoot Range/Fraser Gorge unit begins at the confluence of Riske Creek and extends southwards to the regional boundary. The Fraser River flows southward through increasingly hilly and rugged uplands until Big Bar Creek where the river begins to flow through scenic mountainous country with the Camelsfoot Range on the west and the Marble Range on the east. The Camelsfoot Range slopes gently to the Fraser River from maximum heights of about 2,287 m (7,500 feet). The Marble Range to the east of the Fraser

River rise more steeply into bold, castellated limestone peaks and ridges.

The north of the unit contains the confluence of the Chilcotin and Fraser Rivers. Both have incised deeply below the level of the surrounding plateau and together comprise a spectacular wild and scenic river system.

The Cariboo Plateau unit is very similar to the Chilcotin Plateau unit. It is flat to gently rolling, at a general elevation of 600 to 1,250 m and blanketed with glacial drift. This is the famous Cariboo ranching area. There are few large rivers in the southern two thirds of the unit, however, there are many kettle lakes, sloughs and several larger lakes, e.g., Green, Meadow, and Horse Lakes. The north of the unit is drained by the Quesnel River system that offers good canoeing opportunities, both white water and flat water.

The land and water capabilities of the unit vary markedly throughout the unit; some areas are developed for water-based resorts and ranch-style resorts while other areas are best suited to extensive recreational uses with several equestrian and snowmobile trails established through the open aspen and pine forests, e.g., Horsefly Trail, Barkerville Trail.

The Quesnel Highland unit contains a transitional landform between the gently rolling Cariboo Plateau and the rugged Cariboo Mountains. It is a highly dissected plateau of moderate relief, rising from 915 m (3,000 feet) in the west to over 1,980 m (6,500 feet) in the east with peaks of the Cariboo Mountains over 2,440 m (8,000 feet). The unit's recreational/tourism capability is focussed on Quesnel and Horsefly Lakes. The cold water of the lakes are unsuited to swimming, however, boating and fishing are popular activities.

The Barkerville/Bowron unit contains elements of three major landforms, from west to east, the Fraser Plateau, the Quesnel Highlands and Cariboo Mountains. The Barkerville/Bowron separation from other units is based on the tourism opportunities along the Highway 26 corridor which include: the historic resources of the Cariboo gold rush era in the Town of Wells, Barkerville and Cottonwood Historic Provincial Parks and, the extensive outdoor recreation capability in Bowron Lake Provincial Park and the surrounding landscape, e.g., canoeing, trail riding, cross-country skiing and snowmobiling.

2.2.3 General Climatic Characteristics¹⁾

The climatic regimes of the Region can be divided into two major categories - Coastal/Mountain climates and Interior climates - in the following manner. In the coastal areas marine influences predominate causing mild wet winters and cool humid summers. (See Tables 1 and 2). The mean total precipitation ranges from 150 cm (Bella Coola) to more than 400 cm (Ocean Falls), with most of it falling in winter but little as snow in the lower elevations. July mean daily temperatures are only about 14° to 16°C and in January -3° to 0°C. Cloud and fog conditions are frequent year-round. Although data are limited for higher elevations, it is known that both winter and summer temperatures decline and precipitation increases to over 350 cm per year, much of it falling as snow.

To the east of the Coast Mountains, annual precipitation decreases dramatically because of the rainshadow effect, and annual temperature ranges increase. This is the Interior Continental climate. In the Niut/Chilcotin Range, Tweedsmuir, West Fraser and Chilcotin Plateaux, precipitation drops to between 40 to 50 cm per year. July daily temperatures generally are cool, about 14° to 16°C. Winter temperatures are -10° to -15°C, considerably cooler than the coast.

TABLE 1
WINTER TOURISM SEASON FOR SELECTED CENTRES

Location	Winter Begins	Deep Winter Begins	Deep Winter Ends	Winter Ends	Season Duration	
					Winter (days)	Deep Winter (days)
Barkerville	Oct. 4	Oct. 31	Apr. 8	May 5	214	160
Bella Coola	Nov. 11	Dec. 12	Feb. 1	Mar. 11	121	52
Kleena Kleene	Oct. 17	Nov. 4	Mar. 29	Apr. 25	191	146
Ocean Falls	Dec. 3	*	*	Mar. 10	98	*
Quesnel	Oct. 31	Nov. 12	Mar. 14	Apr. 2	154	123
Tatlayoko Lake	Oct. 26	Nov. 12	Mar. 14	Apr. 11	168	123
Williams Lake	Oct. 26	Nov. 11	Mar. 8	Apr. 12	169	118

(daily average mean temp. falls below 0°C the first time) (daily average mean temp. continuously below 0°C) (daily average mean temp below 0°C for the last time)

(* Season does not occur)

Source: Climatic Suitability for Recreation in British Columbia,
R.C. Bennet, Resource Analysis Branch,
Ministry of Environment, Victoria, 1977.

TABLE 2
SUMMER TOURISM SEASON FOR SELECTED CENTRES

Location	Summer Begins	High Summer Begins	High Summer Ends	Summer Ends	Season Duration	
					Summer (days)	High Summer (days)
Barkerville	May 17	July 7	Aug. 15	Sept. 26	133	40
Bella Coola	Apr. 24	May 22	Sept. 16	Oct. 7	167	118
Kleena Kleene	May 3	June 28	Sept. 14	Oct. 2	153	79
Ocean Falls	May 3	June 30	Sept. 13	Sept. 29	150	76
Quesnel	Apr. 11	May 13	Sept. 15	Oct. 9	182	126
Tatlayoko Lake	May 2	June 1	Sept. 14	Oct. 9	161	106
Williams Lake	Apr. 18	May 18	Sept. 5	Oct. 15	181	111
	(daily average maximum temp. exceeds 18°C for the first time)	(daily average temperature continuously above 18°C)	(daily average maximum temp. falls below 18°C for the last time)			

Source: Climatic Suitability for Recreation in British Columbia,
R. C. Bennet, Resource Analysis Branch,
Ministry of Environment, Victoria, 1977.

The Fraser Basin and southern Cariboo Plateau units are slightly warmer and drier than the surrounding plateaux. Precipitation amounts to less than 30 cm in some areas but up to 50 cm in others. July mean daily temperatures average 16° to 18°C and January temperatures average -5° to -10°C.

The Barkerville/Bowron and Quesnel Highland units have the same Interior Continental temperature characteristics, although precipitation increases from 75 to 150 cm per year, equally divided into winter snowfall, and spring and summer rain. At the higher elevations in the Cariboo Mountains, in the extreme eastern areas of these two units, a humid continental climate prevails. Summer and winter temperatures are only slightly cooler than the Fraser and Chilcotin Plateaux but annual precipitation increases to 150 to 250 cm per year, much of it falling as snow.

In summary, the coastal climate is generally cool, cloudy and rainy for most of the year and not well suited to outdoor tourism activities, with the possible exception of the Bella Coola area. Even though there are large winter snowfalls at higher elevations, the snow is often heavy and wet. As well, the frequent fog and heavy cloud inhibit air and road travel.

The interior climates are considerably more favourable for tourism. The warm summer season is shorter than more southerly regions usually lasting only from July to mid-September. However, the dry climate and moderate temperatures provide a very comfortable and appealing shoulder season for active outdoor pursuits. The winter season is cold, but not bitter, and there is adequate snow cover for virtually all winter activities.

2.2.4 Vegetation

Because of the complex landforms, topography and climate of the Region, the vegetation patterns are also very complex.

The Coast Mountains are covered by the Coastal Western Hemlock Zone which extends from sea level up to 900 m on windward slopes and up to 1,050 m in leeward slopes. Other common trees in the zone are Douglas fir, amabilis fir and Sitka spruce. It is an interesting vegetation zone with large trees (60 to 90 m tall) and a lush ground cover of mosses and ferns. The Mountain Hemlock Zone is found at higher elevations from 900 to 1,050 m elevation up to the 2,250 m level. The forests are dense and productive at lower elevations and at higher elevations growth becomes poorer and a discontinuous parkland merges with the Alpine Tundra Zone. The Western and Mountain Hemlock Zones are very productive forests and have been under considerable logging pressures for many years. Virtually all of the mature rain forests have long since disappeared. Clear cutting operations often create visual conflicts with tourism where sightseeing is the most common visitor activity, especially along the fjord coastline.

In the rainshadow of the Coast Mountains conditions are cooler and dryer and the Englemann spruce and subalpine fir are the characteristic climax trees along with broad areas of aspen, ponderosa and lodgepole pine.

The greatest proportion of the Interior Plateau area is covered by the Cariboo Aspen/Lodgepole Pine Zone. The zone contains a wide variety of habitats ranging from open grassland and parkland along the benchlands of the Fraser River to fairly dense forests in the upland areas. Elevations above 1,500 m are occupied by forests of Englemann spruce, lodgepole pine and some subalpine fir at the higher elevations of the Rainbow, Elgachuz and Itcha Ranges. The white spruce is a common tree throughout the zone as well. The parkland and semi-open forests provide an appealing landscape for several extensive types of activity especially horseback riding in the Cariboo Plateau.

In the easternmost parts of the Region, elevation increases as does annual rainfall and the Interior Western Hemlock Zone predominates throughout the Quesnel Highlands and the lower slopes of the Cariboo Mountains at elevations of 360 to 1,260 metres. This is also a productive forest zone with many large trees, largely western hemlock with some western red cedar and interior Douglas fir, especially in the southernmost part of the Region. Considerable logging occurs throughout the zone. At higher elevations (over 1,260 m) the Englemann spruce - supalpine fir again predominates.

The Cariboo-Chilcotin Tourism Region contains an extremely varied and diverse pattern of vegetation zones that provide visual variety for the Region's many interesting landforms. Lush, coastal rain forests with large trees contrasts sharply with the prairie and parkland of the dry interior plateau. The area of greatest vegetation variability is in the leeward side of the Coast Mountains, especially the Niut/Chilcotin Ranges. This rugged area is well suited to a variety of vigorous outdoor activities.

The prairie/parkland landscape of the plateau units is very well-suited to guest ranches and extensive horseback trail activities. The impressive forests of the Interior Western Hemlock Zone also provide an interesting backdrop to the lake and river-based activities of the Quesnel Highlands. The areas of transition between the major vegetation zones offer the greatest visual interest as they are dependent upon changes in both climate and landform.

2.2.5 Sport Fishery Resources

The fisheries resources of the Region are many and varied as they include both inland and anadromous populations. The lake trout (char) are found in the large deeper lakes, e.g., Horse, Canim, Quesnel and Horsefly Lakes. Dolly Varden are found throughout the lakes and rivers and support both sea-run and non-migratory populations. The coastal cutthroat are found in the lakes and rivers

of the Pacific drainage, e.g., Bella Coola and Dean Rivers, and again, there are anadromous and non-anadromous populations.

The steelhead (average weight 4.5 kg), which is the sea-run variety of the rainbow trout, are very popular sport fish and attract most attention during the spawning runs which can last from November to April. They ascend the Bella Coola, Dean and the Fraser and its main tributaries as far as Prince George and to Alexis Creek on the Chilcotin River. The rainbow trout (non-migratory), characteristically lake dwellers, are found in coastal areas and the lakes of the Fraser system.

The salmon fishery is an important attraction to many coastal communities. Coho (average weight 3.6 kg) migrate mainly in the smaller coastal streams and rivers a short distance from the sea. Spring (Chinook) salmon (6.8 to 9 kg) migrate far upstream in larger rivers and streams and their larger tributaries. These latter two species are the most sought after by sport fishermen. Rivers Inlet is a popular area for "tyee" fishing, the trophy size Chinook. The Sockeye, highly prized by commercial fishermen and as an Indian food source, ascend all major streams and rivers to spawn, especially those with lakes. They penetrate as far as 1,080 km up the Fraser River with Chilko and Taseko Lakes of major importance as spawning and rearing areas. Pink and Chum salmon migrate in all major streams and many small streams of the coast, however, they are not popular as sport fish.

Coho, Chinook and steelhead are the most popular sport fish in coastal waters because they can be taken on artificial lures and are often spectacular fighters. Of the estimated 1.5 million salmon taken each year by sport fishermen, over 80% are taken in and around the Strait of Georgia. With the proximity of the Region's coastal waters to the large markets of the Lower Mainland and Washington State, perhaps more people could be attracted to fish in the Region as the catch success in the more southerly areas begins to diminish.

The inland sport fishery has a considerable range of popular species, including rainbow trout (the most popular sport fish), cutthroat trout, Dolly Varden, lake trout and whitefish. The Chilcotin Plateau is renowned for providing some of the best fly fishing in the world. This landscape unit, the Quesnel Highland and Cariboo Plateau units support a considerable number of fishing lodges and resorts varying from family style in the Cariboo to exclusive fly-in lodges on Quesnel and Chilko Lakes.

2.2.6 Wildlife Resources

With such a broad range of habitats, the Region has a variety of wildlife populations. These are often divided into discrete areas because forested mountain and upland habitats of the east are separated from those of the west by the open forests and grasslands in the dry interior plateau. Most ungulates occupy distinct summer and winter ranges, the summer ranges are at higher elevations and the winter ranges in protected locations at lower elevations. The winter ranges are critical for the survival of most ungulate species as they are usually under a great deal of stress due to the cold and reduced availability of food. Unfortunately, human activities such as logging and grazing are also most prevalent at lower elevations. If significant game populations are to survive, it may be necessary to identify and protect wintering areas for wildlife.

The mule deer and its sub-species, the Columbia black tailed deer, are present throughout the Region except at elevations over 2,440 m (8,000 feet). The black-tailed deer are common in the lower slopes of the Coast Mountains, the Bella Coola River Valley and the islands and fjords of the Fitzhugh Lowland. The mule deer are most common in the basin and plateau areas near the Fraser, Chilcotin, and Quesnel Rivers and the Niut/Chilcotin Ranges. There is a zone of sub-species overlap in the Coast Mountains (species interbreed freely) where the populations are thinly distributed. It is a popular game species and food source for the Region's residents.

Moose, probably the most sought after game animal in the Region, are found only to the east of the crest line of the Coast Mountains. It is predominantly a forest dweller preferring the young growth of trees and shrubs which occurs after fires or logging. Moose are common in most forested areas generally below the 1,800 metre elevation except for the Fraser Canyon/Plateau unit, which has little forest cover. It is a popular game animal, attracting many hunters from the southern parts of the Province and from Washington State as well. The highest densities of moose in the province are probably in the northern part of the Cariboo-Chilcotin Tourism Region and the southern part of the neighbouring Yellowhead 16 Tourism Region. It is interesting to note that before 1900 to 1920 moose were rarely found south of Prince George. Widespread human alteration of existing mature forests due to mining, agriculture, logging and forest fires allowed the moose to extend their range southward.

Elk are quite uncommon in the Region. A small isolated population is found in the central area of the Quesnel River Valley southeast of Quesnel.

Mountain goat are relatively abundant in the upper slopes of the Kitimat, Pacific and Niut/Chilcotin Ranges of the Coast Mountains. Small herds are found in the high areas of the volcanic mountain ranges of the Tweedsmuir Plateau. They are also found in the upper slopes of the Quesnel Highlands and become more abundant in the Cariboo Mountains. The harshness of their preferred habitat near the timberline keeps densities low, thus harvest levels are strictly controlled at low levels.

Woodland caribou are present in this central portion of British Columbia, however, numbers and densities are very low. The caribou are found in scattered herds in the highlands of the Tweedsmuir Plateau. This population, which extends northward around Whitesail and Eutsuk Lake is isolated from the larger

populations of the Columbia and Rocky Mountains. Within the eastern part of the Region, caribou are found in the higher elevations of the Quesnel Highlands and the Cariboo Mountains.

British Columbia has 65% of the world's population of California bighorn sheep and the largest herd in the country (about 400 head) is found in the south Chilcotin Plateau near the confluence of the Fraser and Chilcotin Rivers called "The Junction". They prefer grasslands where winter snows are not too deep, within easy reach of rugged slopes for escape from predators. Numbers are generally low due to competition with domestic stock, thus the annual hunting harvest on this most highly prized trophy animal are kept very low. The provincial Fish and Wildlife Branch has established the Junction Wildlife Management Area in order to protect the herd. Parks Canada, in a preliminary study on natural areas of national significance, has indicated that the area is of particular interest not only because of the bighorn sheep range, but also because of excellent representation of the landscapes and vegetation of the Interior Dry Plateau.

Large carnivores are also found in the Region. Cougar are found thinly scattered throughout the Region. Densities are low with the greatest concentration (a range of about 50 sq. miles per cougar) found where its major prey species, blacktail/mule deer are most numerous, e.g. Fitzhugh Lowland south of Burke Channel, Chilcotin Plateau, Fraser Basin, Cariboo Plateau and the lower to middle elevations of the Quesnel Highland.

Grizzly bear are found throughout most of the Region except for the relatively settled areas of the Chilcotin Plateau, the Fraser Basin, and the West Fraser and Cariboo Plateaux. They require large wilderness areas and are thus commonly found in remote areas of the Coast Mountains, Tweedsmuir Plateau, Quesnel Highlands and Cariboo Mountains. The black bear and its various coloured sub-species (such as the white Kermodei north of Dean Channel) are found throughout the Region.

Wolves range throughout the Region and are relatively abundant in the Fitzhugh Lowlands and lower valleys of the Coast Mountains, and commonly range through the north part of the Chilcotin Plateau, the West Fraser and Cariboo Plateaux and the valleys of the Quesnel Highland.

Smaller predators include the red fox, wolverine (rare except at higher elevations of Coast and Cariboo Mountains) and the lynx and bobcat (east of the Coast Mountains), fisher, marten and weasel. Numerous other small mammals are also found such as the hoary marmot, snowshoe hare, northwestern chipmunk, flying squirrel, beaver and lemming.

The Region also supports an extremely broad spectrum of avian wildlife including ducks, geese and swans in the pothole country of the Cariboo and West Fraser Plateaux, golden and bald eagles and osprey in the more remote areas, with owls, hawks and falcons being more commonly distributed. The endangered white pelican is found in the Region with a Provincial Conservation Reserve established within White Pelican Park on Stum Lake northwest of Alexis Creek.

The coastal portions of the Region also contain many features of interest because of the numerous marine life forms present. There are many seabird rookeries in the rocky islets around Hunter Island and the Goose Islands Group is a protected waterfowl nesting area. Killer whales are frequently seen in the fjords and channels as are sea lions, seals and porpoises.

The big game populations are not as concentrated or as accessible as those in the southeastern portion of the province and thus will not likely serve as a major attraction to the Region for family rubber-tire markets. However, the wildlife resources of the Region are an important attraction to hunters and to those interested in non-consumptive backcountry recreation.

2.2.7 Hot Springs

British Columbia has a considerable number of natural hot springs, only a few of which are developed, that are considered to be one of the province's special resources. There are about six known hot springs in the Region located in the Bella Coola/Pacific Ranges unit. Three definitely known ones are situated near Bella Coola and are accessible by air or water only. All are of good quality in terms of flow and temperature although they have only the simplest of facilities. Talheo on South Bentinck Arm and Eucott Bay on Deep Channel are considered the best of the three.

The remaining three springs have been reported but not specifically located or sampled: Link Lake north of Ocean Falls, the Wash Wash River and Skeemehant River at the east end of Owikeno Lake east of Rivers Inlet.

2.2.8 Summary of Natural Tourism Resources

As discussed in the foregoing sections and as portrayed on the Landscape Inventory Matrix (Figure 1), the Region has a wide range of natural resources and capabilities that have served to attract many visitors. However, the opportunities provided in the three westernmost landscape/planning units differ substantially from those to the east of the Coast Ranges. There is good capability for extensive land-based recreation throughout most of the eastern two-thirds of the Region, most notably in the Cariboo Plateau, Fraser Basin, Chilcotin Plateau, Niut/Chilcotin Ranges and the Tweedsmuir Plateau landscape/planning units. Extensive water-based recreation capability is quite high in all units east of the Coast Ranges with several being especially noted for white-water activities e.g., West Fraser Plateau, Chilcotin Plateau, Fraser Basin and the Camelsfoot Range/Fraser Gorge. There are presently a considerable number of lakes that are developed for more intensive, water-based recreation in the Cariboo Plateau landscape unit with most lakes of

the Region, especially those of the Chilcotin Plateau and Quesnel Highland, developed for more low-key experiences. Main constraints to further intensive development are the cool water temperatures of most lakes and limited accessibility. (The latter can be an asset for certain activities and tourists).

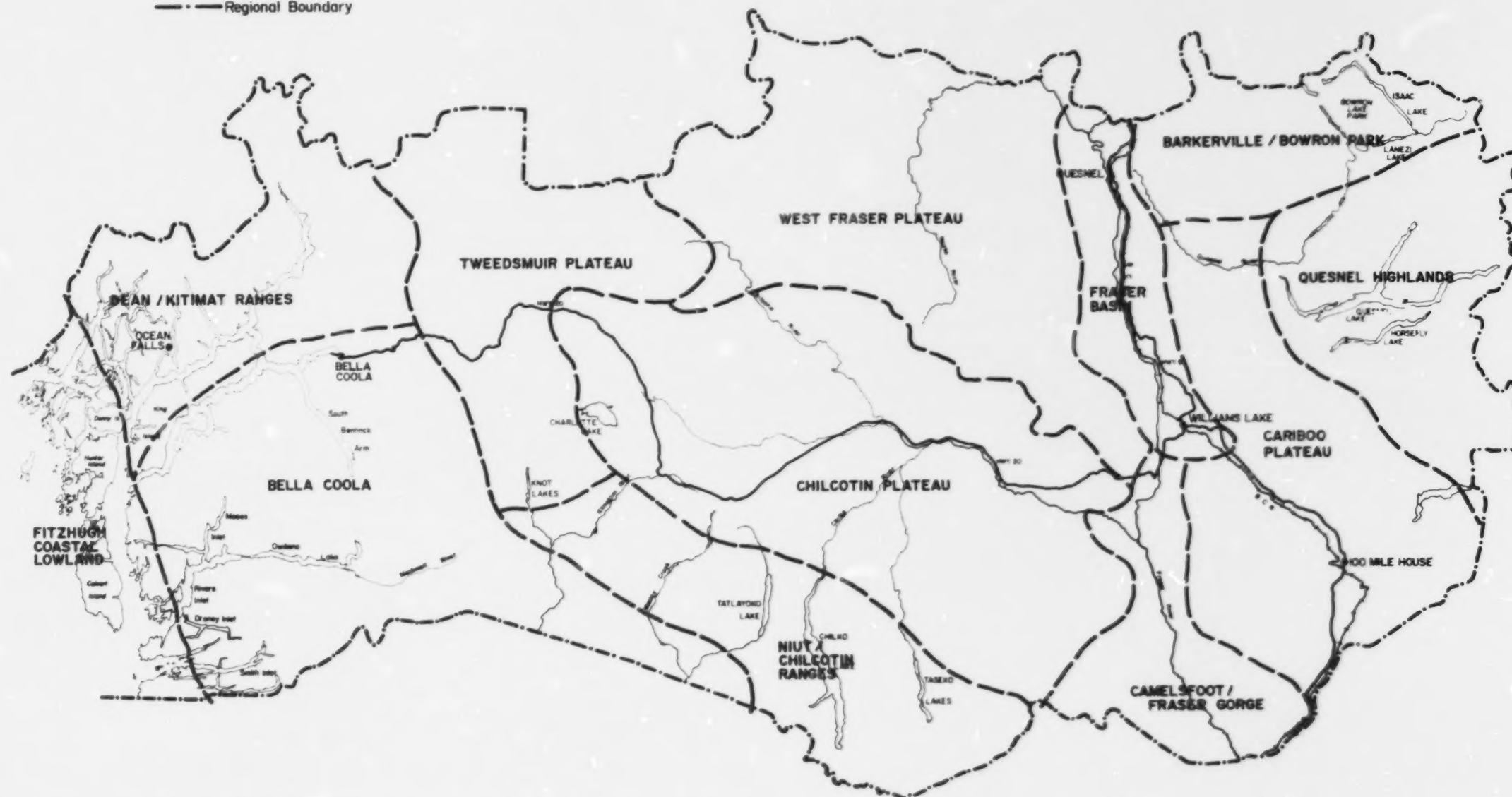
For the western side of the Coast Ranges and the fjords, the character is quite different. The steepness and dense vegetation of the slopes makes recreation/tourism use extremely dependent on water and air access and strongly oriented towards water. With the exception of the heads of the larger fjords, which often enjoy lengthy periods of sunny weather, the cloudiness, heavy rainfall and the frequency of fog also limits the appeal of the environment for tourism use. The interior landscape/planning units generally have suitable winter, summer and shoulder season characteristics to support virtually all types of recreational use.

Both the sport fish and wildlife resources have long been popular with British Columbia residents and other North American and international markets. Habitat protection and careful management of populations is required in the face of continued resource extraction activities in order to maintain the high quality experiences that attract tourism use.

Naturally, the scenic beauty of the fjord, mountain, plateaus and highland landscapes will continue to attract visitors who wish to enjoy the Region's beauty from car and ship, or actively by foot, horseback or boat. The quality of the landscape and its various components - human use, vegetation, wildlife, water features and landforms - is a crucial part of the visitor's experience, thus greater consideration must be given to protecting visual amenities during resource extraction and development activities.

LEGEND

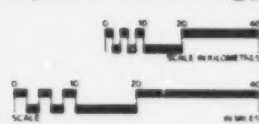
- Landscape / Planning Unit Boundary
- - - Regional Boundary



Cariboo/Chilcotin Regional Tourism Development Strategy



2



Landscape / Planning Units

2.3 Physical Tourism Resources

2.3.1 Introduction

Physical tourism resources are those structures, facilities and services developed by man to provide the tourist with necessary amenities. They are an integral part of a tourism development plan and to a large extent, influence the character, quality and diversity of the visitor's experience. In order to understand the nature, quality and availability of the physical resources, an inventory and analysis was undertaken which examined the existing infrastructure on both a regional and landscape/planning unit basis. Categories for evaluation included recreational lands and facilities, with reference to special commercial recreation activities such as river rafting, accommodation characteristics, transportation modes and corridors, and tourism service centres.

2.3.2 Recreational Lands and Facilities

The Cariboo-Chilcotin Tourism Region has a considerable variety of climatic zones, landscapes, water and shoreline features, and ecosystems in fairly close proximity to one another. Many of these areas are accessible and close to the travel corridors and urban centres while others are distant with difficult access, or access only by boat, foot, horseback or float plane. This allows visitors to engage in many types of activities in scenic and often spectacular settings.

Most of the Region is comprised of provincial Crown Land and Provincial Forest with significant areas designated by various agencies for recreational and fish and wildlife purposes. These provincially managed lands are very important destination areas for day-use and extended vacations by British Columbia residents as well as the non-resident markets arriving by air and road. There are vast areas of Crown Land with no designated recreational

function that nonetheless have an important recreational role as they are used in an extensive and often unstructured manner for wildlife viewing, guided and non-guided hunting and fishing, hiking, cross-country skiing. The recreational lands and facilities discussed in this section are major tourism attractions, as is the case of the provincial parks, or are of a quality that would attract tourists to the Region or that support significant tourism use (such as the sport fishing lakes). Municipal facilities were generally not considered in this plan because of the scope of the study and because they are primarily developed for local residents' use.

2.3.2.1 Provincial Parks

The Region contains twenty-four parks, two recreation areas, and one nature conservancy (within Tweedsmuir Park). These 27 areas encompass 666,946 ha, 14.7% of the total provincial parkland, and range from five ha to 539,891 ha in size. The parks have 1,124 campsites, 11.6% of the provincial total, and three have opportunities for wilderness camping - Bowron Lakes, Tweedsmuir, and White Pelican. There are 125 km of hiking and cross-country skiing trails (5.6% of the provincial total), and 2,481 metres of developed beach (4.6% of the provincial total).

Between 1978 and 1979, both day-use and overnight-use increased considerably in the Region's parks. There was a 27% increase in day-use from 101,808 party days in 1978 to 129,579 party days in 1979. As a proportion of the provincial attendance, however, the Region received 3.8% of the provincial day-use in both 1978 and 1979. The greatest amount of day-use occurred at Barkerville Historic Park, Ten Mile Lake Park and Cottonwood Historic Park.

The increase in camping or overnight use was about half that for day-use, from 35,798 party nights in 1978 to 40,788 party nights in 1979, a 14% increase. As a proportion of the provincial attendance,

the Region received 6.2% of the provincial overnight use in both 1978 and 1979. Barkerville Historic, Ten Mile Lake, Lac La Hache, and Green Lake Parks received the most overnight use. Seventy-six per cent of the campers were from British Columbia, 13% from the rest of Canada, and 11% from the United States. Compared to the province overall, use of the Region's parks by resident and United States campers was slightly higher (4% and 2% more respectively) but use by other Canadians was 7% less.

Aside from the popular intensive types of activities, parks are important for their landscape and scenic protection roles as well as for wildlife habitat preservation. They also provide numerous opportunities for extensive and physically challenging activities such as hiking, climbing, kayaking, canoeing and nature study, which are becoming increasingly popular with residents and tourists alike. Even though there are large areas of Crown Land where these activities can occur (unless they are pre-empted or degraded by resource extraction activities as occurs periodically), provincial parks are widely acknowledged as offering some of the best places to engage in active outdoor recreation activities.

The B.C. Forest Service also provides outdoor recreation opportunities of a dispersed nature although they differ from the other park agencies in that they provide informal, rustic facilities. Their purpose is to provide forest recreation sites (camping, picnicking, and boat/canoe launching areas) largely for use by regional residents although it is recognized that appreciable non-resident use occurs. Most recreation sites are concentrated around Quesnel and Horsefly Lakes, Canim Lake area, Highway 20 corridor, and Tatlayoko Lake.

TABLE 3
PROVINCIAL PARKS - CARIBOO-CHILCOTIN TOURISM REGION - 1980

Park	Class	Area (Hectare)	Day Use	No. of Camp- Sites	Wilderness Camping	Trails (Hiking, Skiing) (km)	Beach (m)	Boat Launch Ramp
Barkerville	A	457	X	161	-	9	-	-
Big Bar Lake	A	332	X	60	-	1	73	X
Bowron Lake & Bowron Lake Chain	A	123,088	-	425	X	14	20	X
Bull Canyon	R.A.	123	X	25	-	-	-	-
Canim Beach	A	6	-	16	-	-	122	-
Cariboo Nature	A	98	-	-	-	-	-	-
Cedar Point	C	8	-	-	-	-	-	-
Chasm	A	141	X	-	-	-	-	-
Cottonwood House	A	11	X	-	-	-	-	-
Cottonwood R.	A	66	-	15	-	-	-	-
Downing	A	100	X	-	-	-	213	-
Green Lake	R.A.	266	X	110	-	-	1,093	X
Horsefly Lake	A	148	X	22	-	-	152	X
Lac La Hache	A	24	X	83	-	-	137	X
Moose Heights	C	50	-	-	-	-	-	-
Nasako Community	C	8	-	-	-	-	-	-
Pinnacles	A	128	X	-	-	-	-	-
Roserim Creek	C	8	-	-	-	-	-	-
Ruth Lake	A	30	-	10	-	-	-	-
Sugar Lake	C	166	-	-	-	-	-	-
Sir Alexander	A	5	X	-	-	-	-	-
Mackenzie	C	45	-	15	-	-	-	-
Snootli Creek	A	241	X	142	-	8	671	X
Ten Mile Lake	A	539,891	X	40	X	93	-	X
Tweedsmuir (South including Rainbow Nature Conservatory)	B & N.C.	259	-	-	-	-	-	-
Wendle	C	1,247	-	-	X	-	-	-
White Pelican (Stum Lake Con- servation Reserve)	A & C.R.	1,247	-	-	-	-	-	-
TOTAL		666,946		1,124		125	2,481	

Source: Data Handbook, Parks and Recreation Division, Victoria, March 1980.

Landscape Inventory Matrix

● Predominant Condition ○ Secondary Condition ✕ Minor Occurrence

[illegible]

2.3.2.2 Proposed Park System Expansion

The park system in the Region, both terrestrial and marine, will likely undergo considerable growth which will be of value to regional resident and tourist use. The direction of the proposed expansion program can best be summarized as: improvements to the MacKenzie Grease Trail system including campsites, day-use areas, and an interpretation centre; additions to Tweedsmuir Park to encompass important caribou habitat and additional portions of the MacKenzie Trail; the potential establishment of a marine park system on Quesnel Lake and a Chilcotin Wilderness Park; expansion of, or improvements to, existing park facilities particularly along highway corridors.

The Ministry of Forests, Recreation Division, are expanding their efforts in the more remote parts of the Region by means of a five-year program which began with an inventory of suitable and available sites and the collection and analysis of demand data. This will provide the basis for strategic planning for the provision of additional camping/picnicking units, and summer/winter use trails.

2.3.2.3 Camping Opportunities

Camping opportunities are provided by the Parks Branch, the Forest Service, and by many private enterprises. The Region's 27 provincial parks contain 1,124 campsites and wilderness camping opportunities are available in three. The Forest Service manages 140 recreation sites offering 1,730 campsites. The public sector provides low density campgrounds with basic facilities such as tent/trailer pad, fire box, pit toilets, and running water nearby.

The Region's 73 commercial, high density campgrounds offer 1,465 sites. A full range of services is provided including electrical, water, and sewage hook-ups, and the larger establishments often have showers, laundry facilities and general stores.

2.3.2.4 Special Active Tourism/Recreation Activities

The scenic, rugged landforms and the variety of land and water interfaces of the Region's lakes and many swift flowing rivers provide opportunities for a considerable variety of active pursuits of interest to tourists. The rivers are challenging and increasingly popular for white-water canoeing, kayaking and rafting; the lakes and rivers support a considerable number of fishing lodges and the variety of landforms and vegetation associations provide opportunities for extensive recreation such as hiking, trail riding, wildlife viewing/photography and big game hunting.

Approximately half of Tweedsmuir Park is located in the Region. This is a rugged and remote wilderness area that appeals primarily to people interested in fishing, camping, wilderness hiking, horseback trail riding, canoeing (Turner Lake chain) and wildlife viewing or hunting. Two wilderness lodges and a wilderness camp provide commercial services for visitors. A large area of the Niut/Chilcotin Ranges landscape/planning unit has been studied by the Parks Branch for wilderness park designation. The area between and around Chilko and Taseko Lakes has outstanding land and water-based wilderness and backcountry recreation capability. The major use of the area at present is by hunting guide outfitters with several well-established hunting/fishing lodges. The Wilderness Park designation will likely increase the level of extensive recreational use in the unit and offer opportunities for commercial outfitters for boating and trail riding.

The Region's lakes and rivers offer an excellent variety of canoe/kayak opportunities which are briefly summarized in Table 4.

Whitewater rafting, guided big game hunting and lodge-based fishing are the special commercial tourism activities available in the Region. Whitewater rafting on the Chilko, Chilcotin, and Fraser Rivers is quickly gaining popularity with tourists and residents alike. Five

to seven-day wilderness river trips are scheduled during the summer by three British Columbia and three United States operators on the 213 km long Chilko-Chilcotin system. On the Fraser River, four British Columbia operators offer three to seven-day trips between Soda Creek north of Williams Lake and Lillooet, 40 km below the Region's southern boundary. A journey down either river system entails spectacular scenery with mountains, deep canyons, ranchland and breathtaking rapids. (See Appendix 2 for River Classification System). The extended trips (5 to 7 days) attract an international clientele and are the focal point of their vacation, whereas the shorter trips (3 days) attract predominantly British Columbia Lower Mainland residents, and are only a portion of their total vacation.

As recommended in the TIDSA funded study of river rafting,²⁾ bio-physical and social carrying capacities should be established for the commercially rafted rivers. The rivers must be managed in a manner that will protect the quality of the environment and the experience for long term tourism benefits. An official designation and management system should be instituted by the appropriate provincial ministries to achieve this.

The Cariboo-Chilcotin Tourism Region is famous for its big-game hunting. The over 90 licensed guide outfitters in the Region³⁾ lead big game hunting expeditions for black and grizzly bear, deer, caribou, moose, mountain goat, and sheep, with moose being the most popular and most successfully hunted game. The guides cater to an international market, particularly the United States and Europe. During the Region's 1978-79 season, 1,088 non-residents hunted with guides, roughly one-third of the province's total number of non-resident hunters. Their efforts led to the second greatest number of non-resident hunting days in the province, second only to the Peace River/Alaska Highway Tourism Region.⁴⁾

TABLE 4

CANOE/KAYAKING OPPORTUNITIES

<u>Area</u>	<u>Type of Experience</u>	<u>Grade</u>	<u>Distance/Time</u>
Chilko River	Natural	1 to 5	107 km/2-3 days
Chilko Lake	Scenic Shoreline	lake	195 km/1-2 weeks
Taseko River	Natural	2 to 6	100 km/1-3 days
Chilcotin River			
- Upper section	Natural	1 to 4	72 km/2-3 days
- Main Stream	Natural	1 to 5	100-130 km/3-4 days
Turner Lake Chain	Wilderness	lake with 1 to 2 between	26 km/1 week
Bella Coola River	Natural	1 to 3	65 km/1-2 days
West Road (Blackwater) River	Natural	1 to 3	260 km/10 days
Bowron Lake Chain	Wilderness	lake and 2	71 km/7-10 days
Cariboo River	Natural	lake 2 to 3 some 5	106 km/4-5 days
Quesnel River	Recreational	2 with rapids to 5	104 km/3 days

Source: Canoe Routes British Columbia, Richard and Rochelle Wright,
Antonson Publishing, Surrey, B.C. 1977.

Big game hunting generates millions of dollars for the province. One study estimated that in 1976, resident hunters spent \$64.8 million on goods and services and \$2 million on licenses, and non-resident hunters spent \$1.4 million on goods and services and \$1 million on licenses.⁵⁾ Based on an average total expenditure of \$1,465 per hunter annually, approximately \$1.5 million ($\$1,465 \times 1,088$ hunters)⁶⁾ can be generated by non-resident hunters in the Cariboo-Chilcotin Tourism Region.

This Region is also known for sport fishing. It is the second most popular area after the Thompson-Okanagan Tourism Region with non-Canadians. While guided fishing trips can be arranged, they are not nearly as frequent as guided hunting trips. The Region contains 50 fishing camps and 38 resorts/lodges⁷⁾ providing accommodation, equipment and services in a variety of settings from road accessible lakes to fly-in remote lakes.

The value of income to the camp and lodge/resort operators was \$512,845 from resident fishermen and \$1,221,780 from non-resident fishermen.⁸⁾ Thus it can be seen that the tourism attraction value of the fish and wildlife resources generate substantial economic benefits for the Region. If these benefits are to continue, greater attention will have to be given to management of these resources.

2.3.3 Accommodation

Organized data in accommodation is mainly derived from two sources: the annual accommodation directories prepared by the Province through the Ministry of Tourism and from statistics kept by the Parks and Outdoor Recreation Division. The accommodation directory, though, only records "tourist quality" facilities and moderately underestimates supply since not all tourist facilities are recorded in the directories.

2.3.3.1 Supply of Tourist Accommodation

Tables 5 and 6 and Drawing No. 3 indicate the amount of tourist accommodation available by type and area within the Region for 1979. A similar analysis for 1971 indicates that there has been a 0.6% decrease in the number of accommodation establishments between 1971 and 1979. The number of establishments offering roofed accommodation has stayed constant while campground establishments have increased by 62%. The largest percentage decreases occurred in the West Fraser Plateau (-50%) and Camelsfoot Range/Fraser Gorge (-27.3%) areas. The greatest actual decrease in number of establishments occurred in the Chilcotin Plateau area (32 to 25 establishments). The Bella Coola/Pacific Ranges area experienced a 125% increase in the number of establishments (from 4 to 9).

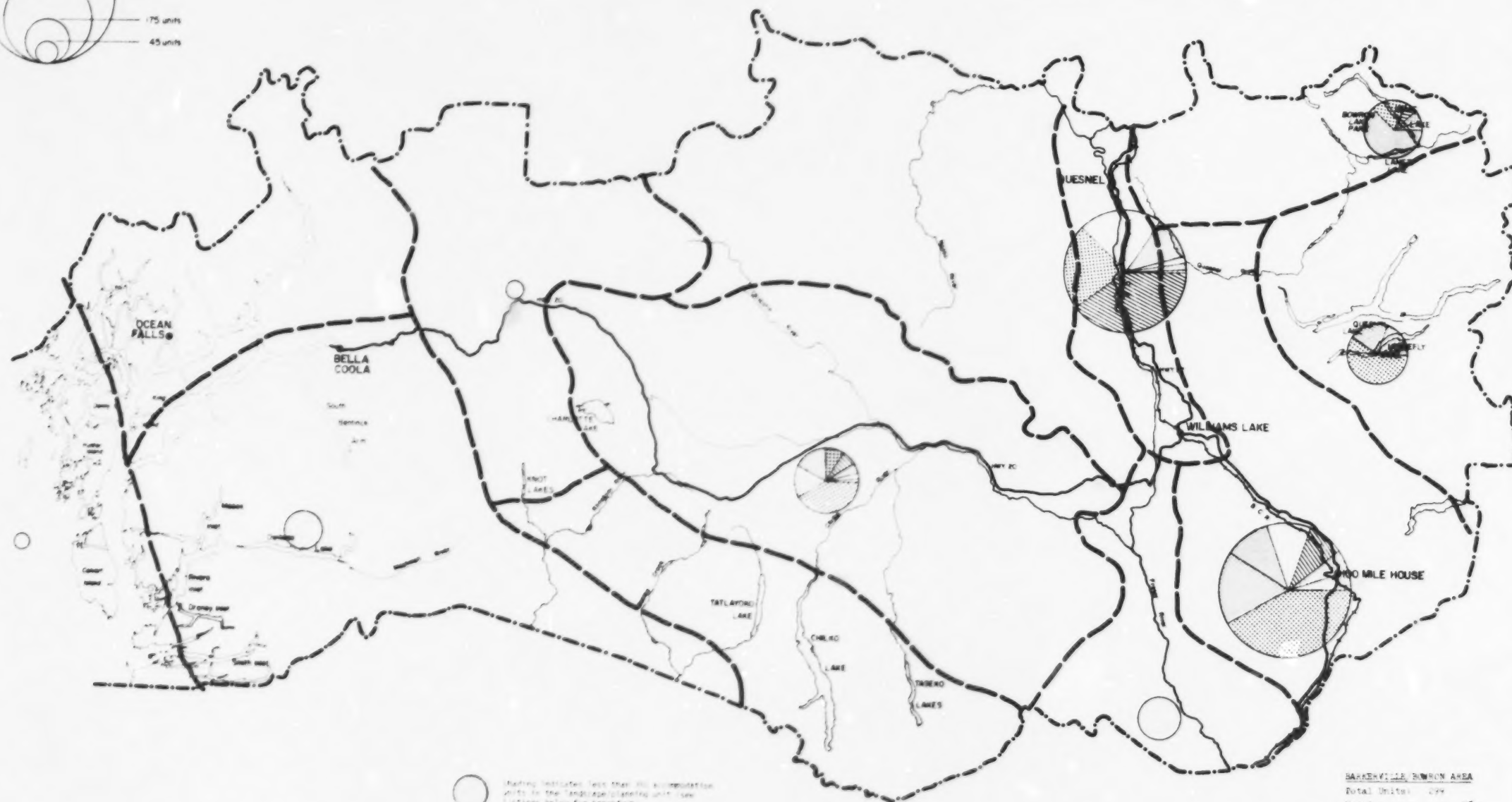
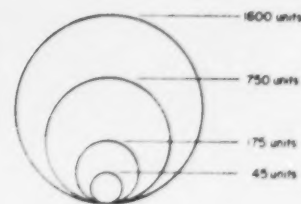
There has been a 34% increase in the number of available accommodation units between 1971 and 1979. Roofed accommodation units increased by 16% while campsite/trailer sites increased by 26%. The highest significant percentage increase occurred in the Quesnel Highland area (74%) followed by the Barkerville/Bowron (55%) and Fraser Basin (38%) areas. The greatest actual increases in units occurred in the Cariboo Plateau (from 1,237 to 1,708), Fraser Basin (from 913 to 1,258) and Quesnel Highland (from 191 to 332) areas.

The average number of units for establishments offering roofed accommodation went from 15 in 1971 to 16 in 1979. Average campground size went from 21 to 25 sites during the same period.

B.C. Research data on year of purchase indicates that there has been at least a 9% turnover of ownership of accommodation establishments between 1971 and 1978.⁹⁾

Data on year of construction indicates that 20% of establishments were built between 1970 and 1978, while 50% of establishments are over 20 years old.

Accommodation



Shading indicates less than 100 accommodation units in the landscape planning unit (see listings below for breakdown)

- HOTEL
- MOTEL
- COTTAGE
- RESORT
- LODGE
- HUNTING & FISHING CAMP
- PRIVATE CAMPGROUND
- PUBLIC CAMPGROUND

PITTSBURGH LOWLAND
Total Units: 20
Hotel 100%

PACIFIC RANGES
Total Units: 115
Hotel 116
Motel 166
Cottage 1-56
Resort 1-56
Lodge 106
Private Campground 76

WEDDGEHILL PLATEAU
Total Units: 135
Public Campground 100%

FRASER CANYON/PLATEAU
Total Units: 171
Hotel 146
Motel 246
Resort 46
Private Campground 166
Public Campground 156

CHILCOTIN PLATEAU
Total Units: 188
Hotel 146
Motel 56
Cottage 1-56
Resort 156
Lodge 96
Fishing & Hunting Camp 176
Private Campground 426
Public Campground 56

FRASER BASIN
Total Units: 1355
Hotel 226
Motel 406
Cottage 26
Resort 26
Fishing & Hunting Camp 166
Private Campground 236
Public Campground 126

BARKERVILLE BURNING AREA
Total Units: 299
Motel 76
Cottage 16
Resort 16
Private Campground 146
Public Campground 146

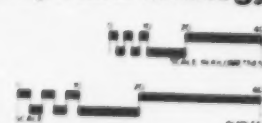
EAST FRASER PLATEAU
Hotel 106
Motel 96
Cottage 46
Resort 166
Fishing & Hunting Camp 16
Private Campground 436
Public Campground 116

QUESNEL HIGHLAND
Total Units: 332
Resort 206
Lodge 46
Fishing & Hunting Camp 136
Private Campground 606
Public Campground 46

Cariboo/Chilcotin Regional Tourism Development Strategy



3



THIS IS A PRELIMINARY DRAFT AND THE INFORMATION CONTAINED HEREIN IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA AVAILABLE AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE.

TABLE 5

TOURIST ACCOMMODATION BY TYPE

CARIBOO-CHILCOTIN TOURISM REGION, 1971-1979

Type	ESTABLISHMENTS			UNITS			Average Units Per Establishment
	Number	%	% Change 1971-1979	Number	%	% Change 1971-1979	
Hotel	16	9.7	0	546	12.4	5.6	34
Motel	39	23.6	0.1	800	18.2	39.1	21
Cottage	13	7.9	- 7.1	120	2.7	48.1	9
Resort	41	24.8	86.4	514	11.7	83.6	13
Lodge	6	3.6	-50.0	85	1.9	- 61.4	14
H/F Camp	29	17.6	-34.1	212	4.8	- 56.7	7
Sub-Total	144	87.3	0.0	2,277	51.9	5.3	16
Commercial Campground	73	44.2	69.8	1,465	33.4	82.0	20
Public Campground	11	6.7	57.0	644	14.7	168.0	59
Sub-Total	81	49.1	62.0	2,109	48.1	101.8	26
Miscellaneous 1)	-	-	-100.0	-	-	-	-
TOTAL	165	-	- 0.6	4,386	100.0	35.3	27

1) Miscellaneous includes other forms of accommodation plus unclassified facilities.

Note: The establishment column does not add up to the total as some establishments offer more than one type of accommodation and are thus double counted.

Source: Tourist Accommodation, British Columbia, Ministry of Tourism, 1979

TABLE 6
ACCOMMODATION BY PLANNING UNIT
CARIBOO-CHILCOTIN TOURISM REGION, 1979

	<u>ESTABLISHMENTS</u>			<u>UNITS</u>							<u>% Change 1971-1979</u>	
	<u>No.</u>	<u>%</u>	<u>% Change 1971-1979</u>	<u>Hotel, Motel Resort, Lodge</u>		<u>Cottages F&H/Camps</u>		<u>Campsites</u>		<u>Total</u>		
				<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>			
Fitzhugh Lowland	1	0.6	-	20	1.0	-	-	-	-	20	0.5	-
Dean/Kitimat Ranges	-	-	-	-	-	-	-	-	-	-	-	-
Bella Coola/Pacific Ranges	9	5.5	125.0	112	5.8	-	-	-	-	112	2.6	160.5
Tweedsmuir Plateau	3	1.8	0	12	0.6	2	0.6	41	2.0	55	1.3	103.7
Niut/Chilcotin Ranges	3	1.8	50.0	30	1.5	20	6.0	-	-	50	1.1	150.0
West Fraser Plateau	1	0.6	-50.0	-	-	6	1.8	12	0.6	18	0.4	28.6
Chilcotin Plateau	25	15.2	-21.9	102	5.2	54	16.3	182	8.7	338	7.7	- 14.9
Fraser Basin	35	21.2	9.4	848	43.6	20	6.0	390	18.7	1,258	28.7	37.8
Camelsfoot Ranges/ Fraser Gorge	8	4.8	-27.3	88	4.5	-	-	108	5.2	196	4.5	- 5.3
Barkerville/Bowron	7	4.2	0	39	2.0	15	4.5	245	11.8	299	6.8	54.9
Cariboo Plateau	61	37.0	- 1.6	616	31.7	172	51.8	920	43.0	1,708	39.0	38.0
Quesnel Highland	12	7.3	9.1	78	4.1	43	13.0	211	10.1	332	7.6	73.8
TOTAL	165	100.0	- 0.6	1,945	100.0	332	100.0	2,109	100.0	4,386	100.0	35.3

Note: Miscellaneous as on Table 5

Source: Tourist Accommodation, British Columbia, Ministry of Tourism, 1979

An analysis of permits granted for construction indicates that 15% of accommodation units were built between 1971 and 1979.

2.3.3.2 Occupancy

Annual hotel, motel and resort occupancy in the Region was approximately 68% in 1979, an 8% increase from 1978. This is 1.5% lower than the provincial average.¹⁰⁾ There is no information available as to occupancy rates for the various areas within the Region.

Provincial campgrounds in the area had an average occupancy rate of 40% in 1978 which has been constant since 1976. There was a 147% increase in the number of available site nights. There are, however, wide discrepancies between occupancy rates for the various areas. Provincial campgrounds in the Tweedsmuir Plateau area have experienced a very low average occupancy rate of 12%, an 18% decrease since 1976 while available site nights have decreased 51% between 1978 and 1976. Provincial campgrounds in the Fraser Canyon/Plateau area had an average occupancy rate of 19% annually, a 38% decrease since 1976, while available site nights decreased 10% during the same period. On the other hand, public parks in the Barkerville/Bowron area experienced occupancy rates at an average of 57%, a 17% increase since 1977, while available site nights decreased by 16%. The East Fraser Plateau area's public parks enjoyed a similarly high occupancy rate at an average of 56%, a 5% increase since 1976, while available site nights decreased by 7% during the same period.¹¹⁾

There is no information available as to occupancy rates for commercial campground operations.

2.3.3.3 Seasonality

Twenty-nine per cent of occupied room nights in motels occur in the summer, while the spring and fall seasons account for 27% and 25% of occupied room nights respectively. Only 19% of occupied room nights occur in winter.¹²⁾ There is no breakdown by area for occupancy by season available for this Region.

Most public campgrounds in the Region are open from May to September. Occupancy peaks noticeably during the months of July and August.

Eighty per cent of commercial campgrounds operate on a seasonal basis.

2.3.3.4 Source of Occupancy

There is no information available as to the composition of the markets for this Region.

2.3.4 Transportation Modes and Corridors

2.3.4.1 Introduction

Accessibility to a tourism attraction or facility is of major concern to both the tourist and the tourism facility operator. A person must be able to readily get to both the area in which the tourism facility is located and to the facility itself for it to be attractive to most tourists.

The following describes the major and some of the minor transportation facilities in the Cariboo-Chilcotin Tourism Region.

2.3.4.2 Roads and Highways

The Cariboo-Chilcotin Tourism Region is not densely populated and, therefore, is not serviced by a large infrastructure of roads. Few major roads run through the Region. The major and some of the minor roads in the Region are described below.

Highway 97

Highway 97, the main road in the Region, runs in a north-south direction and is the main road connecting the northern and southern portions of the province. It connects Prince George (a major centre just north of the Region) to other major centres in the Region and the southern part of the province.

Highway 20

Highway 20 runs from Williams Lake to Bella Coola near the west limit of the Region. While this route is relatively lightly travelled¹³⁾ it is gradually being upgraded. The upgrading has been completed between Williams Lake and Anahim Lake. Included in the upgrading are improvements to steep and dangerous portions of the route.¹⁴⁾ Highway 20 is also being paved in short stretches.

Highway 26

Highway 26 runs from Quesnel to Barkerville and on to Bowron Lake Provincial Park providing the only access to the park.

There have been some suggestions that Highway 26 should be extended to Highway 16. It is unlikely, however, that this extension will take place as the demand for such a facility is insufficient.¹⁵⁾ It is possible at this time to travel from Barkerville to Highway 16 on logging roads.

Other Roads

Quite a few secondary roads and private roads also exist in the Region. For the most part these are dead-end roads leading to one or limited destinations. In some places it is possible to make a circle connection back to the main highway. Some of the secondary roads are paved while others are only dirt roads.

2.3.4.3 Scheduled Buses

The main bus service to and through this Region is offered by Greyhound Lines. Several small carriers offer bus service within the Region. The major and some of the minor routes are described below. Most buses also stop at way points along their routes.

Prince George - Vancouver - via Highway 97 and the Trans-Canada Highway.

Several times per day (Greyhound Lines).

Williams Lake - Bella Coola - via Highway 20.

Twice per week. (Cariboo West Stage Line).

Quesnel - Wells - via Highway 26.

Daily except Sundays and Holidays (Barkerville Stage Lines).

100 Mile House - Hendrix Lake

Daily (Canim Stage Lines).

2.3.4.4 Rail Service

Passenger rail service in the Region is limited to the B.C. Rail Line which runs from North Vancouver to Prince George. Passenger service on this line is offered from north to south every other day with service from south to north on alternative days. In the Cariboo-Chilcotin Tourism Region, the train stops at 100 Mile House, Williams Lake and Quesnel.

It is worthy of note that this route does not intersect with the VIA Rail route to Vancouver from the east. Any one wishing to transfer from one of these routes to the other would have to travel to Vancouver or find another means of travelling about 50 miles between Lillooet and Cache Creek to transfer between trains.

2.3.4.5 Air Service

The Cariboo-Chilcotin Tourism Region is well served with airports and airstrips. Facilities also exist in the coastal areas and larger lakes for float planes. There are three major airports in the Region at Williams Lake, Quesnel and Prince George. Details of the ground facilities at the various other locations in the Region are available from the British Columbia Aviation Council.

The major airline providing service to the Region is Pacific Western Airlines. The airline offers service to Williams Lake, Quesnel and Prince George and from each of these airports to most major centres in British Columbia. For tourists from eastern Canada or out of the country, it is necessary to fly to Vancouver, or Calgary or Edmonton, Alberta and transfer.

Wilderness Airline (1975) Ltd., offers a regular weekday service between Williams Lake and Bella Coola with stops at several points. West Coast Air Service Limited provides a daily air service from Vancouver to Bella Coola, Bella Bella and Ocean Falls.

2.3.4.6 Ferry Service

Ferry service is provided to the Cariboo-Chilcotin Tourism Region by the B.C. Ferry Corporation. Service is currently being provided to Ocean Falls and Bella Bella. The port at Bella Bella is equipped to handle passengers only. In the summer, service to the area is provided from Port Hardy and Prince Rupert. In the winter, the service is provided from Tsawwassen and Prince Rupert. Generally,

ferries travelling to the Region stop at either Ocean Falls or Bella Bella and do not provide a service between the two centres. The ferry ride from Port Hardy to Prince Rupert is becoming increasingly popular each year. It is promoted by B.C. Ferries as the "Inside Passage" route. Ships on this route are equipped for sleeping with a variety of standards of accommodation. In the summer months approximately 12,000 people travel this route, while during the month of February travel drops to about 2,300 passengers.

2.3.5 Tourist Service Centres

The travelling public has need of various tourist services which, depending upon the origin and sophistication of the traveller, can include: airports, customs clearance, public transportation, vehicle rentals, accommodation, licensed restaurants, grocery stores, fast food outlets, gas stations, automotive repairs, tourist information, health care facilities and a host of other related services. Since the complete assortment of these services can only be found in the very largest provincial centres, and the availability of detailed data is very limited, an assessment of only five categories of services has been developed for the communities within the Cariboo-Chilcotin Tourism Region. These services: accommodation, tourist information centres, food services, automotive services and hospitals, are presented by landscape/planning unit and urban community in Table 7.

Accommodation includes both roofed (hotel, motel) facilities and campground/trailer parks; the emphasis in this category is on availability and choice - hence, number of establishments. Elsewhere in this plan (Section 2.3.3), accommodation for 1971 to 1979 is discussed in greater detail. Most of the data for Table 7 is derived from the 1980 provincial tourist Accommodation and Campground Directory, although it is recognized that not all accommodation is listed as some of it is not thought suitable for

tourists. With regard to food services, there is no comprehensive guide which lists all restaurants by type and other food outlets such as grocery stores. Where relatively current specific figures are available, as in the case of Quesnel, these have been presented. No original research has been undertaken because of time and cost limitations. 'Tourist information' refers to staffed tourist booths, many of which operate only during the peak tourist season, while automotive services generally refer to service stations offering fuel and some level of basic repairs and towing services. The availability of emergency health care and its distribution within the Region is the concern behind the hospital location data.

In the Cariboo-Chilcotin Tourism Region, Williams Lake is the dominant tourist service centre offering a range of accommodation and food services suitable for the tastes of most types of visitors, has a year-round information centre, a hospital and other health care facilities, automobile services, and a regional airport.

The second most important tourist service centre is Quesnel, which is rapidly becoming Williams Lake's rival. It too offers a range of services in all key categories including air access and, as a growing community, has recently undergone substantial improvement.

Bella Coola/Hagensborg (Pacific Ranges unit) is the third largest community and offers most key services; it is the coastal terminus of Highway 20. No other comparable service centres are found along the Highway 20 corridor although a few services, e.g., gas station, campground, general store, are available in hamlets such as Anahim Lake, Tatla Lake and Alexis Creek.

Elsewhere in this Region, 100 Mile House and Lac La Hache in the Cariboo Plateau unit, and Clinton in the Camelsfoot/Fraser Gorge unit, are the only additional centres offering key tourist services. The remaining landscape/planning units contain few, if any, tourism services.

TABLE 7

TOURISM SERVICE CENTRES: CARIBOO - CHILCOTIN TOURISM REGION

Landscape Unit	Urban Centre	Population 1976 Census	Tourist Service Availability				Hos-6 pital
			Accom- modation 2)	Tourist Information 3)	Food Service 4)	Automotive Service 5)	
Fitzhugh Lowland	-	-	-	-	-	-	-
Dean/Kitimat Ranges	-	-	-	-	-	-	-
Bella Coola / Pacific Ranges	Bella Coola / Hagensborg	1,777	3H, 2M	Yes, summer only	Yes	Minor fuel only	Yes
Niut / Chilcotin Ranges	-	-	-	-	-	-	-
Tweedsmuir Plateau	-	-	-	-	-	-	-
Chilcotin Plateau	-	-	-	-	-	-	-
West Fraser Plateau	-	-	-	-	-	-	-
Fraser Basin	Quesnel	8,250 (1979 est)	3H, 9M, 3C, 1R	Yes, May to September	Yes, 20 restaurants	Yes	Yes
	Williams Lake	7,067 (1978 est)	3H, 8M, 1C	Yes, June to early September	Yes	Yes	Yes
Camelsfoot Range / Fraser Gorge	Clinton	805	1H, 2M	Yes, summer only	Minimal	Yes	No
Cariboo Plateau	100 Mile House Lac Le Hache	1,584 233	2H, 4M 3H, 1 LHM, 2C, 2R, 1RSC	Yes, summer only Yes, summer only	Yes Minimal	Yes Yes	Yes No
Quesnel Highland	-	-	-	-	-	-	-
Barkerville/Bowron	-	-	-	-	-	-	-

TABLE 7 CONTINUED

TOURISM SERVICE CENTRES: CARIBOO - CHILCOTIN TOURISM REGION (CONT)

Landscape Unit	Urban Centre	Popula- tion 1976 Census	Tourist Service Availability				Hos-6 pital				
			Accom- modation 2)	Tourist Information 3)	Food Service 4)	Automotive Service 5)					
FOOTNOTES:											
1) 1976 Census, Statistics Canada, unless otherwise noted, when figures are usually municipal estimates.											
2) <u>Accommodation and Campground Directory, British Columbia 1980, Ministry of Tourism.</u>											
3) <u>Cariboo Tourist Association, August 1980.</u>											
4) Figures by type of establishment and urban centre are not published. But the Ministry of Health 1979 figures for approved food establishments include:											
<table><tr><td>HEALTH UNIT</td><td>NO.</td></tr><tr><td>Cariboo</td><td>128</td></tr></table>								HEALTH UNIT	NO.	Cariboo	128
HEALTH UNIT	NO.										
Cariboo	128										
Supplied by the Restaurant and Food Services Association of B.C., May 1980.											
5) <u>Emergency Road Service Directory, British Columbia Automobile Association, January 15, 1980; and</u> <u>Approved Auto Repair Services, British Columbia Automobile Association, 1980.</u>											
6) <u>British Columbia Health Association, January 15, 1980 - Member List. (Only acute care facilities with emergency service were considered).</u>											
7) <u>Community Profile, City of Quesnel, November 1979.</u>											

2.4 Human Resources

2.4.1 Introduction

The following paragraphs describe the demographic and socio-economic character of the Region. Trends in population and income growth as well as in the makeup of the labour force are considered in terms of their implications for the tourist industry. The socio-economic character of the Region is also reflected in the events and attractions which are offered. These are described in the third part of this section.

2.4.2 Demography

Table 8 summarizes the demographic characteristics of the Cariboo-Chilcotin Tourism Region.

The Region includes the Cariboo Regional District, the Central Coast Regional District and the Clinton area which is part of The Thompson-Nicola Regional District. Most of the population is concentrated in the Cariboo Regional District along Highway 97. The two largest communities, Quesnel (1976 population, 7,637) and Williams Lake (6,249), lie along this route. Approximately 4,000 people live in the Central Coast Regional District mainly in fishing villages and logging operations along the coast. Population in the Region grew at a rate over double the provincial average between 1971 and 1976. All of the growth was in the Cariboo Regional District. Growth was fastest in the working age population, and very slow in the under 15 age group. The under 15s remain a much higher than average proportion of the total regional population (relative to the provincial average) and average family size was 3.6 in 1976 compared with 3.2 for B.C. as a whole. The level of education lags severely behind the province as a whole and growth in the segment of the population with Grade 11 or more education was a bit below average from 1971 to 1976. Average incomes grew

TABLE 8
DEMOGRAPHIC CHARACTERISTICS:
CARIBOO CHILCOTIN TOURISM REGION

<u>Characteristics</u>	<u>Value</u>			
	1971 (A)	1976 (B)	Percentage ¹⁾ Change Over 1971 (C)	Index ²⁾ (D)
Population (000) ³⁾	45.6	57.8	26.7	207
<u>Age Distribution Percentage</u> ³⁾				
Under 15 years	35.4%	31.6%	13.7	131
15 - 64 years	60.7%	64.4%	34.3	97
65 years and over	3.9%	4.0%	30.7	41
Average Family Size ³⁾	4.0	3.6%	-	109
Percentage of population 15 and over having Grade 11 or more education ³⁾	41.2%	52.6%	60.7	83
Average Real Income ⁴⁾ (1971 dollars)	\$6,170	\$7,554	22.4	100

Notes:

- 1) Percentage change refers to changes in the numerical values of all components rather than changes in percentage distribution.
- 2) Index (D) compares 1976 regional values in Column (B) to the provincial average except for the population index which compares population growth (Column C) with that of the province. (BC = 100).
- 3) Central Statistics Bureau, Ministry of Economic Development Census Data by Tourism Region, Special Printout; unpublished; (Victoria, 1979).
- 4) Revenue Canada, Taxation Statistics (Ottawa, 1973 ed and 1978 ed). Average income per tax return expressed in 1971 dollars using Consumer Price Index, 1971 = 100.

somewhat faster in the Region than in B.C. as a whole and in 1976 were equal to the provincial average. No estimate of current population is available but all indications are that the patterns established in the 1971 - 1976 period continued throughout the decade.

2.4.3 Economic Activity

Table 9 summarizes the labour force and employment characteristics of the Cariboo-Chilcotin Tourism Region. Highway 97, which is the major highway route linking the Lower Mainland with Prince George and other northern communities, runs north to south through the Region. Access from the highway west into the Central Coast Regional District is very limited. There is a gravel road from Williams Lake to Bella Coola but otherwise the coast is cut off from direct access to the rest of the Region. The pulp and paper mill at Ocean Falls was the only major employer in the Central Coast area. Forestry and sawmilling are important and the forest industry is still the major employer in the Central Coast area. Doman Industries has recently acquired timber rights in the area. Proposals for the construction of a pulp mill and a sawmill are in process although no timetable has been established for their construction. Commercial fishing and fish processing is the other main industry in the Central Coast area.

The Quesnel and Williams Lake areas are also dominated by the forest industries. Sawmills are concentrated at Williams Lake, 100 Mile House and Quesnel. Major employers include plywood and veneer plants at Williams Lake and at Quesnel and a pulp mill at Quesnel. A new pulp mill is now in operation in the Quesnel area. Logging activities supply local mills as well as mills in the Prince George area. Cattle ranching is an important component of the economy particularly in the Williams Lake area. Molybdenum and copper are the main mineral products of the Region. Major employers are the Boss Mountain Molybdenum Mine east of 100 Mile

TABLE 9

EMPLOYMENT: CARIBOO-CHILCOTIN REGION

Major Sources of Economic Activity

	Level of Unemploy- ment	Agricul- ture	Forestry	Fishing	Mines, Quarries & Oil Wells	Forest Pro- ducts Mfg.	Other Mfg.	Construction	Transport., Commun. & Utilities	Trade	Finance, Insur. & Real Estate	Health, Education & Welfare	Tourism	Other Services	Public Admin. & Defense
Central Coast Regional District	A	-	M	M	-	-	-	M	M	M	-	M	M	-	-
Williams Lake Area	A	M	M	-	M	M	-	M	M	M	M	M	M	M	M
Total District		M	M	-	-	M	M	M	M	M	-	M	M	M	-

Notes: B = Below Average
A = Average
H = Above Average
S = Severe

m = Minor source of employment (5-10% of employment)
M = Major source of employment (over 10% of employment)
* = Planned or anticipated major new development

Sources: Central Coast R.D.

Employment and Immigration, Williams Lake Canada Employment Centre.

Ministry of Economic Development, Regional Index, 1978.

House and Gibraltar Mines north of Williams Lake which produces copper and molybdenum. Gold mining has potential in the Cariboo area with the recent phenomenal rise in world prices. The Quesnel area has the largest deposits of diatomite (an absorbent clay) in the province. Diatomite and pozzolan are processed at a plant in Quesnel. Oil exploration is going on in the Chilcotin but the potential for development is unknown.

The paving of the Cariboo Highway has given great impetus to the tourist industry along its route. Attractions include guest ranches, rodeos, fishing and hunting, cross-country skiing and the historic gold rush town of Barkerville which has been restored as a Provincial Historic Park. There has been considerable development of vacation and retirement homes. Access problems have so far limited tourist development on the coast but the Region has excellent potential for salt and fresh water sport fishing as well as river running.

2.4.4 Events and Attractions

The existing events and attractions in the Cariboo-Chilcotin Tourism Region illustrate clearly the current level of tourism development. Generally, the Region's natural attractions have been the basis of tourism to the Region, with most man-made attractions based primarily on historic resources (See Appendix 3). The Region is renowned for its wilderness sport fishing, trophy hunting, the Bowron Lakes canoe chain, Barkerville Historic Park, the area's low key spacious "western" atmosphere suited to riding and guest ranches, and more recently, whitewater rafting and cross-country skiing.

From a natural attractions perspective, the main feature of the Region has been the superb sports fishing, much of it in wilderness locations in the Chilcotin and around Quesnel Lake, as well as in numerous small lakes. The large number of lakes are also important

in themselves, offering not only fishing but boating, water-skiing and ice fishing as well as good recreation property sites. Also of significance are the rangelands which provide excellent trail-riding opportunities and the basis for extensive cross-country ski trail systems. Rafting is an activity of growing popularity found on the Chilko/Chilcotin, the Blackwater and Fraser Rivers, while mountaineering in the Coast Ranges, especially on Mount Waddington, has an adventure appeal. Trophy hunting, especially for moose, bear, goat and sheep, is a specialty international attraction, but the area is also very popular for resident hunters. While wildlife is important, there are few accessible wildlife viewing areas. Tweedsmuir Park is a large wilderness mountain park, but is poorly used since it is away from the main traffic flow. Rockhounding, mine tours and unusual geologic formations also are available. Few user and attendance statistics are kept for any of these activities. By 1979, cross-country skiing near 100 Mile House is estimated to have reached 30,000-34,000 skier days.¹⁶⁾ Hunting and fishing use would considerably exceed these figures but comparable data is not available.

Heritage attractions form the major component of man-made features in the Region. Besides Barkerville Historic Park, which has had extensive reconstruction, there is Cottonwood House, a range of heritage buildings and sites associated with the Cariboo Gold Rush, at least seven museums, gold mine ghost towns, some Native Indian artifacts at Bella Coola and the Mackenzie-Grease heritage trail now under development. There are several golf courses, the only 18-hole course is at the 108 Ranch. There are, in addition, some riding stables, industrial tours of pulp and paper operations and a special biblical attraction, The Garden, also at the 108 Ranch. In general, there are few man-made attractions, attributable primarily to the area's low density of population both in numbers and distribution, its distance from large urban markets and the limited road network. By far the most popular heritage attraction is Barkerville Historic Park with 56,169 party days or approximately

191,000 visitor days in 1979. From data available, the Quesnel Museum, with an estimated visitation of 40,000+, was second and Cottonwood House was third in attracting visitors. Of significance are the large number of rider days, 21,400, for the 108 Stable associated with the 108 Ranch.

Some new and enlarged attractions are now under discussion within the Region. They include: the Western Village being built by Circle Square Ranches near 100 Mile House; the continued expansion of Barkerville Historic Park including its winterization; development of the 400 kilometre Mackenzie Grease Trail to provide further canoeing and hiking opportunities; and the proposed Chilcotin Wilderness Park which would offer commercial guiding and outfitting opportunities, and exploration for heli-skiing sites.

As a result of the Province's Funfest program for 1980, events have received more prominence than usual resulting in more scheduled events (See Appendix 3). The events that will be available in 1980 in this Region can be categorized as follows: seasonal festivals, especially winter festivals; gold rush celebrations, cultural events (bands festival, square dance jamborees, fiddlers contest and art shows); handicraft shows; fall fairs; rodeos and stampedes; equestrian events (gymkhanas, horse shows, cutting competitions); fly-ins, sports events (golf, curling, cross-country skiing, snowmobiling); loggers sports and dog-sled races. The Region is noted both for its "western" and horse related events and its winter events. Some of the most important events in terms of popularity are the Williams Lake Stampede and in terms of participation, the Cariboo Cross-Country Ski Marathon in the 100 Mile House area. Also popular are the rodeos, the square dance jamborees and Billy Barker Days in Quesnel. Some of the more unusual events are the dog-sled races near Quesnel, the Great Inner Tube Race in Williams Lake and the Provincial Snowmobile Race.

The landscape/planning unit with the largest concentration of combined events and attractions is the Fraser Basin, followed closely by the Cariboo Plateau unit. The majority of recognized natural attractions are situated in the Chilcotin Plateau, Fraser Basin, Camelsfoot Range/ Fraser Gorge, Cariboo Plateau and Quesnel Highland. Man-made features have a narrower distribution being concentrated in the Bella Coola/Pacific Ranges, Fraser Basin, Cariboo Plateau and Barkerville/Bowron planning units. Most of the remaining units have limited developed natural attractions and a poor human resource base.

2.5 Heritage Resources

The Region has had an interesting and, at times, tumultuous history, beginning with the occupation of Indian tribes before the arrival of the white man. The period of first European contact was brief and did not occur until 1793. Permanent settlement did not begin until the 1860s. A great deal of the Region's heritage of significant buildings and artifacts have been preserved through the efforts of local and regional historical societies while the most substantial and visible historic developments have been undertaken by the Parks Branch and Heritage Conservation Branch. The variety of the Region's historical resources can be readily organized by describing them under their appropriate theme periods.

2.5.1 Native Indian Theme

Perhaps the most internationally famous cultural/historical resource of the Region and the province is that of the West Coast Indians, a civilization that was flourishing at the time of European exploration and colonization. Because of the richness of the coastal environment, the West Coast tribes had achieved, in comparison with the hunting and gathering native cultures of the interior, a sophisticated and impressive level of material development. The carved totem poles, wooden long houses, ocean-going dugout canoes and other artifacts

survive to interpret the context of an interesting, dynamic life style incorporating salmon fishing, sealing and a complex social structure; these features of West Coast Indian life provide a strong market image. The interior tribes were nomadic and more dependent on the hunting of game, although the riverine orientation of the interior groups was related to salmon runs on major streams and rivers. Fewer of their artifacts and lifeways have survived the course of the province's development.

The coastal tribes were comprised of two major groups; the Kwakiutl on the Hecate Lowland and outer coast, and the Bella Coola on the inner coast around North and South Bentinck Arm and Dean Channel. The latter group have been much studied by ethnographers with many of the artifacts and handicrafts distributed in museums around the world. The interior tribes were comprised of two groups: the Shuswap Indians of the Interior Salish linguistic family who occupied the eastern third of the Region and the Fraser basin; and two Athabaskan groups, the Chilcotin and the Lower Carrier who occupied the central portion of the Region. The Chilcotins controlled the Chilcotin Plateau and the Niut/Chilcotin Ranges while the Lower Carrier inhabited the West Fraser Plateau. The Chilcotin were a warlike group hostile to the Shuswap. Because of the greater degree of surviving material culture it is likely that more tourism potential lies with the coastal Indian groups centred in Bella Coola and Bella Bella. Bella Coola presently has a local museum of Indian culture, totem poles, a craft house and petroglyphs of interest to tourists.

There are several archaeological sites that have significant interpretive and perhaps display potential. For the Coast Indians there are sites at Kwatha Bay, near Bella Coola, Namu on Fitzhugh Sound (dated at 7,700 B.C. - oldest in the Central Coast) and McLoughlin Bay near Bella Bella. There are also several important sites along the Chilcotin River of archaeological significance for the Interior tribes.

Because of the exceptional nature of this native culture and its relatively low profile in the existing array of the province's historic resources, a study¹⁷⁾ was undertaken to examine the available resources. The marketability of the West Coast Indian culture, its arts, crafts, and ways of life is quite high, thus the possibilities of preserving and/or restoring village sites as tourism attractions should be explored. The Native Indians are emerging as an organized group and they must decide for themselves how, and to what degree, they should proceed with reviving their culture and crafts in a manner that respects their cultural needs and at the same time can be understood by visitors, as the native people at Alert Bay and Cape Mudge are presently able to do. Possibly the Heritage Conservation Branch and/or the Provincial Museum could be enlisted as the contact departments to deal with this issue. They appear to be sensitive to the needs of the Native Indians (as well as being cognizant of the significance of the resources) and can perhaps overcome the poor relations that presently exist between some government agencies and the native groups.

2.5.2 Exploration/Fur Trade Theme

European exploration of the Region was relatively recent. Captain George Vancouver had fleeting contact during his coastal mapping expedition in 1792, and in 1793 Alexander Mackenzie of the North West Company traversed the Region in his epic journey from Fort St. John to the Pacific Coast. He descended the Fraser River to the West Road River, then, on the advice of local Indians, he followed this river westward across the Fraser Plateau, across the Tweedsmuir Plateau along an old Indian grease trail (a trading trail linking coast and interior tribes) to the Bella Coola Valley. He then met a group of Bella Coola Indians who transported him to their village on the coast in war canoes. Mackenzie had the distinction of making the first transcontinental crossing, preceeding by 12 years the much vaunted Lewis and Clark expedition. There is a joint federal/provincial project establishing a heritage trail along

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the route from the Fraser to Bella Coola to commemorate his feat and the significance of the Indian grease trail.

MacKenzie's journey was of little practical value for some time as it was not until 1821 that Fort Alexandria was established between present-day Quesnel and Williams Lake. The entire Region was rich in furs and a prosperous trade built up. Due to the hostility between the Shuswap and Chilcotin Indians, it was not considered safe to build any permanent post in the Chilcotin territory until 1829 when the Hudson's Bay Company (H.B.C.) founded Fort Chilcotin at the confluence of the Chilko and Chilcotin Rivers.

The Region remained a part of the H.B.C. fur empire until the 1860 gold rush as the Company discouraged settlement. The gold rush prompted surveys in the unmapped western part of the Region as an alternative to the Fraser Canyon or Harrison-Lillooet Routes to the Cariboo were sought. Two alternatives were explored on the theory that a road could be built from the head of one of the inlets that penetrated the Coast Mountains then across the Chilcotin Plateau to the Fraser River. One route was from North Bentinck Arm and the other from Bute Inlet.

The increased European presence and the fear and hostility of the Chilcotin Indians prompted an unfortunate incident in April 1864 that is referred to as the Waddington Massacre of the Chilcotin War. A small band of Chilcotins killed 14 of the 17 men working on the Waddington Road along the Hamathko River. The government reacted quickly to the threat of an Indian uprising, organizing two policing expeditions to the area in May. The Indians continued their rampage killing five more whites in three separate incidents. On August 15, after a lengthy pursuit, a group of eight Indians were persuaded to give themselves up. Six were tried and executed at Quesnel in September 1864. This ended the only major Indian conflict in the history of the province.

2.5.3 Gold Rush Theme

The next major phase of the Region's and British Columbia's history was the colonial gold rush era that lasted from 1857 into the 1870s. This was one of the most colourful and boisterous periods of B.C. history which culminated in the finds of the Cariboo Country, especially near Barkerville in 1862. This town, for a short period of time, was the largest settlement north of San Francisco and west of Chicago. The series of placer gold discoveries brought a flood of gold seekers up the Fraser Valley to the interior of British Columbia, many of whom stayed to establish more stable and permanent means of livelihood.

The rush altered forever the direction of B.C. development from a fur trading-Colonial economy to that of a more broadly based resource economy.

Historic sites and areas that have been developed dating from this period are the Barkerville and Cottonwood Provincial Historic Parks. Numerous other areas are known to be of significance but little has been done in the way of protection (although efforts are forthcoming), for example, the Yale-Cariboo Wagon Road and Quesnelle Forks.

Although the major part of the rush was over in the 1870s, the Cariboo remained an active mining and exploration area until about 1940. Numerous ghost towns, old gold workings and scars from hydraulic mining remain to be explored by visitors on backcountry roads. The town of Wells is actively working to recreate the character of a 1930s gold mining town.

Cottonwood House is a historic roadhouse on the Cariboo Wagon Road near Quesnel dating from the 1860s. Static displays include historic agricultural and household equipment, traditional means of agriculture, a cemetery and stagecoach rides for the public.

Cottonwood House is a popular starting point for tourists travelling along the Highway 26 historic route.

Barkerville Historic Park is a very popular attraction (56,169 party days in 1979) as it presents the gold rush way of life in a "history in action" manner. The original village, very linear in design, has been restored to the extent that there are now nearly 60 buildings, many furnished for display or operated by concessionaires to provide food, beverage or amusement services in keeping with the Gold Rush theme. Highlights include:

- the Anglican Church still in use;
- the live theatre, featuring music, humour and drama from the Gold Rush period;
- the museum; and
- the Judge Begbie reminiscences at the Richfield Court House, 1.6 km up the Cariboo Wagon Road.

Visitors can also pan for gold and ride a stagecoach through the town. Barkerville presently receives large numbers (24% of the total visitation) of non-resident tourists from throughout Canada and the United States as well as a growing number of Europeans.

The historic park is now the focus of considerable government activity as a master plan has been prepared and a stabilization/restoration program and major servicing improvements are being made to enhance the tourism appeal. This will enable the park to achieve its optimum level of development and interpretation and aid efforts in extending the season of operation.

2.5.4 Pioneer Settlement/Resource Development Theme

Most of this period is related to agricultural settlement since there was little in the way of resource development (except for gold

mining, dealt with under the Gold Rush theme) until the 1940s when the forest industry became a significant producer in this part of the province.

Of the many changes induced by the Cariboo Gold Rush, one of the most significant in terms of the eventual development of the Region, was the introduction of cattle ranching. Drovers from the Oregon territory were quick to take advantage of a profitable opportunity. Starting in 1858, cattle drives followed closely behind the gold mining frontier as it advanced up the Fraser and east to Barkerville. Drovers used the old H.B.C. Brigade Trail up the Okanagan Valley and along the Thompson River to the Fraser. During the gold rush more than 22,000 head of cattle were brought into the Cariboo.

Many of the American drovers became B.C.'s first cattle ranchers. The combination of good, free grazing land and expanding markets induced many cattlemen to stay. Among the best known of the early drovers were Thaddeus and Jerome Harper who first brought cattle into B.C. in 1862. They established the Gang Ranch which became one of the largest in North America.

By 1887, spurred by the demands for beef by the railroad building crews and the growing Lower Mainland markets, there were over 110 ranches operating in the Cariboo-Chilcotin. This land use gives the southern and central portions of the Region its distinct character.

Another interesting pioneer aspect occurred in the western part of the Region. A group of Norwegian settlers arrived in the Bella Coola/Hagensborg area to homestead in the valley in 1894. They had left their first homesteads in Minnesota to find a new area more reminiscent of the fjords of their homeland and decided on Bella Coola. For many years the isolated settlement, dependant on fishing, logging and a limited amount of farming, relied on the regular arrival of coastal steamships for supplies and news of the

outside world. The community was cut-off from the rest of B.C. until residents themselves, with limited government aid, constructed a road through the Coast Mountains in 1952/53.

In summary, the Region has an interesting history with a variety of elements that have definite tourism development potential. The West Coast Indian theme should be further developed in the Bella Coola area. The Mackenzie-Grease Trail has heritage, recreational and natural aspects that will gradually be developed and interpreted. The pioneer settlement era can also be further explored in conjunction with other themes. The Cariboo gold rush, with a broad range of components and influences on British Columbia's development, will continue to receive the majority of attention for further development.

2.6 Summary and Assessment of Tourism Resources

As outlined in the methodology, the landscape/planning units were defined and mapped for the Region and an inventory of the natural resources was completed (Figure 1). In previous sections of this chapter, other pertinent tourism resources were examined such as recreational lands and facilities, accommodation, transportation, events and attractions, population characteristics and historical resources. Based on this research, the planning team evaluated the resources of each landscape/planning unit and the existing travel corridors to determine those areas with the highest capability for tourism in the form of natural, physical, human and historical assets.

The Evaluation Matrix (Figure 2) lists vertically the various tourism attractions in the four major resource divisions and lists horizontally the Region's 12 landscape/planning units and the two main travel corridors. Each tourism asset within the landscape/planning units and areas adjacent to the travel corridors were evaluated and assigned a value varying from 0 to 3 with 3 being the highest value

Evaluation Matrix

3 High 2 Medium 1 Low Negligible or Absent

[illegible]

received and denoting an abundance and high quality of particular asset.¹⁸⁾ In this manner, within each corridor or landscape/planning unit, the comparative abundance or scarcity of the natural, physical, human and historical resources could be identified. For example, the West Fraser Plateau unit has considerable natural resource assets but a low level of development of the human and physical resources. Comparisons can also be made between units and corridors for each of the four resource divisions so that the totals for specific types of resources can be compared to see which has greater potential for development of attractions based on a given resource.

For summary purposes, the landform units and corridors with the highest scores for each tourism resource type are listed in Table 10.

The 12 landscape/planning units, with their combinations of topographic, biotic and climatic characteristics provide an impressive scenic setting and a broad range of extensive and intensive tourism/recreation opportunities. The fjords, mountain ranges, plateaus, rivers and lakes provide the basis for activities ranging from mountaineering, backcountry hiking and auto camping to boating, fishing and swimming in the warm weather season and cross-country and heli-skiing in the winter season.

TABLE 10

SUMMARY EVALUATION OF HIGHEST RANKED
LANDSCAPE/PLANNING UNITS AND TRAVEL
CORRIDOR BY KEY TOURISM RESOURCES

<u>Landform/Planning Units</u> with	<u>Travel Corridor</u> with
<u>Best Natural Resources</u> 1. Chilcotin Plateau 2. Cariboo Plateau 3. Niut/Chilcotin Ranges	<u>Best Natural Resources</u> 1. Highway 20
<u>Best Physical Resources</u> 1. Cariboo Plateau 2. Fraser Basin 3. Barkerville/Bowron	<u>Best Physical Resources</u> 1. Highway 17
<u>Best Human Resources</u> 1. Fraser Basin 2. Cariboo Plateau 3. Bella Coola/Pacific Ranges	<u>Best Human Resources</u> 1. Highway 97
<u>Best Historical Resources</u> 1. Cariboo Plateau 2. Bella Coola/Pacific Ranges 3. Chilcotin Plateau	<u>Best Historical Resources</u> 1. Highway 97

For the natural resources, the first ranked landscape/planning unit, the Chilcotin Plateau, has high capability for land-based and water-based tourism/recreation activities due to the combination of rolling terrain with lakes and fast flowing rivers. With the relatively undeveloped nature of the landscape the capabilities for extensive types of activities are particularly high. The neighbouring Niut/Chilcotin Ranges landscape/planning unit to the south, ranked third, is considerably more rugged thus the intensive capabilities are lower but the intensive land and water capabilities are very high as well. Together these two units provide a complementary range of water and land-based activities during all four seasons that are outstanding in their quality.

The Cariboo Plateau unit, ranked second for natural resources, has moderate land-based capabilities and moderate to high water-based capabilities in a setting with rolling terrain dotted with a considerable number of lakes. The predominant ranching land use and the lakes has permitted the development of guest ranches and lakeside resorts which also has good winter recreation possibilities. Many of the remaining landscape units also scored well, with rather high capabilities for extensive recreation. The two travel corridors were generally similar in their recreational capabilities, however, Highway 20 had better opportunities for extensive land-based and water-based activities.

With regard to developed physical resources, the Cariboo Plateau unit, which contains the most extensive resort development to date, ranks the highest, having the largest number of water-based resorts and facilities, numerous guest ranches and backcountry resorts, and special attractions such as The Garden and an 18-hole golf course. Ranked second but considerably lower was the Fraser Basin landscape/planning unit, which as the most populated, has a good stock of roofed and unroofed accommodation, convention facilities and two regional airports. Following closely was the Barkerville/Bowron unit with its Barkerville "theme" park and

Cottonwood House site, as well as Bowron Lake Provincial Park and its supporting water related resorts and activities. By touring corridor, Highway 97 is somewhat stronger than Highway 20, having better accommodation and access but poorer scenic viewing and no wilderness parks.

Because of the more sparsely settled nature of the Region, human resources are not outstandingly developed compared with some other tourism regions. Within the Region, though, the Fraser Basin landscape/planning unit with its community college facilities, growing population, museums and good variety of events, ranked first, followed closely by the Cariboo Plateau unit, with similar strengths, but with no college facilities. Both have excellent quality events. Ranked third was the Bella Coola/Pacific Ranges unit which is strong on crafts and ethnic diversity, since it is the home of the famous Bella Coola Indian tribe. Several other units, while not as developed, have very positive local attitudes towards further tourism development.

In terms of historic resources, the two landscape/planning units most closely associated with the Cariboo Gold Rush, (Cariboo Plateau and Barkerville/Bowron) rank very highly. A considerable amount of development has already occurred in these two units based on the events and buildings of the era. The Bella Coola/Pacific Ranges unit has considerable potential for interpretation and presentation of the West Coast Indian heritage complemented with historic resources from several other theme periods and consequently ranks very high. The two travel corridors had similar scores with Highway 20 slightly higher due to the strong presence of the gold rush themes.

In summary, this Region of the province has an abundance of resources with the capability to support a broad range of year round activities in discrete settings. It is necessary to identify and rank those areas best suited for development according to the

location of existing facilities, the desires of the tourism industry and the opportunities provided by the available tourism markets. Development should ensure that the high quality of the natural resource base is protected from degradation. The analysis has indicated that the Cariboo Plateau landscape unit will assume particular importance within the Region as it was among the highest ranked units in all four resource categories. The proximity of the Cariboo Plateau to the Fraser Basin with its high ranking for physical and human resources and presence of the Highway 97 travel corridor suggests that the east-central portion of the Region will continue to be an important focus for tourism development. The strength of the natural resource base of the Chilcotin Plateau and Highway 20 travel corridor indicates their potential for extensive and adventurous types of tourism/recreation activities.

FOOTNOTES:

1. Sources of information were: Atlas of British Columbia, A.L. Farley, University of British Columbia Press, 1979 supplemented by Canadian Normals: Temperature and Precipitation 1941-1970, Environment Canada.
2. British Columbia River Rafting Study, TIDSA, December 1979.
3. "Guide Outfitters in British Columbia 1979-1980", Ministry of Environment, Province of British Columbia.
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3.0 TOURISM MARKETS, VISITOR PROFILES AND DEVELOPMENT IMPLICATIONS

3.1 Introduction

The following Chapter describes the current development of tourist activity in the Cariboo-Chilcotin Tourism Region. The utilization of tourism resources is considered in terms of the geographic origins of visitors to the Region, their socio-economic characteristics and the activities in which they participate. Short term trends in tourist activity are identified and the implications for future expansion are delineated.

3.2 Tourism Markets

3.2.1 Existing Markets

Phase 1 of this report identifies the types of resources which generate travel to or within B.C. by the various market segments. During the course of this study, the resources of each Region have been evaluated in terms of the markets they could attract and the existing level of participation in various activities were estimated. The results for the Cariboo-Chilcotin Tourism Region are shown in Figure 3, the Tourism Resource/Market Opportunity Matrix. For each of the market segments it shows the resources which generate travel in that market (market opportunity), the abundance of the resources available in the Region (resource opportunity) and the existing level of utilization of the resource (existing market). The resources are expressed in terms of the types of tourism related activities which they generate. A comparison of these factors for each activity enables the reader to identify potential for resource development and increased market penetration.

3.2.2 Perceived Markets

During the course of this study, briefs were solicited from tourism industry representatives, associations and other interested parties within the Cariboo-Chilcotin Tourism Region. Forums were held in Williams Lake and Quesnel at which these briefs were discussed.

Forum participants reported that the majority of visitors to the Cariboo-Chilcotin Tourism Region are from other parts of B.C., especially Vancouver Island and the Lower Mainland, and the Prairies. A number of tourists originate in Washington, although a recent decline in the number of American tourists has been noted. Greater numbers of German and Japanese tourists have been arriving, especially to visit the remote hunting and fishing lodges. The majority of tourists visit during the summer months, many of them in recreational vehicles. Area residents have noted an increase in the number of bus and package tours and tourists who fly/drive. According to some participants, many people are unaware of the assets of the Cariboo-Chilcotin Tourism Region, and it was felt that some markets should be better developed, i.e., Eastern Canada, Japan, Europe, (selling the "Western experience") and package tours.

3.2.3 Market Opportunities

The tourist resources of the Cariboo-Chilcotin Tourism Region are considerably under-exploited, particularly in the western coastal part of the Region. The resources are very diverse and many are capable of attracting a broad market spectrum. The most promising recreational opportunities are those which take advantage of the unspoiled natural attractions of the Region. These include salt-water sports, river running, heli-skiing, wilderness touring, and mountain climbing. The Region also has an historical/cultural background with a wild west-gold rush flavour. These themes have been exploited to some extent at Barkerville. The success of

Barkerville suggests that rodeos, dude ranches and other "western" attractions would be popular.

Table 11 is a summary of the information in the Resource/Market Opportunity Matrix above. It pinpoints the activities for which resources and market opportunities exist, but which are currently under-exploited in the Region. It also shows the market segments toward which promotion could be most effectively directed.

3.3 Market Forecast

Table 12 gives the forecast of Person Trips to the Cariboo-Chilcotin Tourism Region for the period 1979 to 1983. Growth over the period is forecast at between 2.7% and 5.2% per year over that period. This is slightly above the growth rate projected for the province as a whole. Most of the forecast growth is attributed to the B.C. resident market, particularly the fast growing local market. Other Canadians will also contribute to growth. Very little or no increase in the number of United States visitors is expected. By 1983, about 61% to 63% of visitors will be B.C. residents, 15% to 16% will be other Canadians, 18% to 21% will be United States residents and two per cent will be from abroad.

Cariboo / Chilcotin

Tourism Resource/ Market Opportunity Matrix

Figure 3

Tourism Resource/Market Opportunity Matrix

●

○

□

Strong market generator. Many people will travel for this purpose.

Weak market generator. Some people will travel for this purpose; more will participate if available.

Poor market generator. Few people will travel for this purpose; more may participate if available.

●

○

□

Abundant resource opportunities both existing and potential.

Moderate opportunities both existing and potential.

Severely limited or no opportunities available.

●

○

□

High levels of participation. Many people presently travel for this purpose.

Moderate levels of participation. Appreciable numbers of people presently travel for this purpose.

Low levels of participation. Few people presently travel for this purpose.

TOURISM RECREATION OPPORTUNITY				MARKET SEGMENTS AND RESOURCE OPPORTUNITIES																	
				International Market			U.S.A. Market			Inter-provincial Market			Provincial Market			Districtal Market					
				Market Opportunity	Existing Market	Resource Opportunity	Market Opportunity	Existing Market	Resource Opportunity	Market Opportunity	Existing Market	Resource Opportunity	Market Opportunity	Existing Market	Resource Opportunity	Market Opportunity	Existing Market	Resource Opportunity			
NATURAL RESOURCES	Water-Based Recreation Opportunities	Boating	Saltwater Boating/Touring	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●		
			Freshwater Boating/Touring	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●		
		River Rafting	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		White Water Canoeing/Kayaking	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Canoe Tripping	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
	Fishing	Saltwater Sportfishing	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Freshwater Sportfishing	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
	Swimming/Skiing	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○	○		
	Water Skiing	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○	○		
	Scuba Diving/Paragliding	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○	○		
	Land-Based Recreation Opportunities	Sailing	Alpine	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○	
			Helicopter	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○	
		Cross-Country	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Big Game	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Small Game	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Water Fowl	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Camping	Auto Touring	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○	
			Wilderness	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○	
		Hiking/Backpacking	Day	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○	
			Overnight	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○	
	Land and Water-Based Recreation Opportunities	Mountain Climbing	Winter	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○	
			Speleology	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○	
		Ice Climbing	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Photography/Painting	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Viewing Natural Landscape Features	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Wildlife Viewing	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Gathering/Collecting	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Photography/Painting	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Natural Resource Opportunities	Natural Parks and Sites	National	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○
				Provincial	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○
Marine	○		○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
Game Farms	○		○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
Fish Culture/Handlers	○		○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
Air-Based Recreation Opportunities	Hang-gliding	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
		Sky Diving	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
	Gliding	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
	Recreational Aircraft	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
	Historic Parks and Sites	National	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
Historic Resource Opportunities	Museums	Provincial	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		National	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
	Provincial	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
	Regional	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
	Population Centers	Urban	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
Cultural Resource Opportunities	Cultural Attractions	Ethnic Settlements	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Fairs/Celebrations	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
	Crafts/Events	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
	Galleries/Museums	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
	Marine Resorts	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
Recreation/Leisure Developments	Recreation/Leisure Resorts	Hot Springs Resorts	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
		Wilderness Resorts	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
	Ski Resorts	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
	Convention/Recreation Complexes	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
	Theme Parks	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
Travel/Touring Corridors	Rail	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
		Boat	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
	Car	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
	Engineering Structures	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
	Industrial Developments/Attractions	Industries	Power/Generating Stations	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○	
Bridges/Tunnels			○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○		
Fish Harvesting/Processing		○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
Wine Harvesting/Processing		○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
Wineeries		○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○			
Mining/Quarries	○	○	●	●	○	●	●	○	●	●	○	●	●	○	●	●	○				

TABLE 11

SUMMARY OF SPECIALTY MARKET DEVELOPMENT OPPORTUNITIESCARIBOO-CHILCOTIN TOURISM REGIONMARKET SEGMENTS

<u>SPECIALTY MARKET</u>	<u>Inter- national</u>	<u>U.S.A.</u>	<u>Inter- provincial</u>	<u>Provincial</u>	<u>Regional</u>
Saltwater Boating & Fishing	X	X	X	X	X
River Rafting	X		X	X	X
White Water Canoeing	X	X	X	X	X
Freshwater Fishing	X		X		X
Water Skiing					X
Scuba Diving				X	X
Alpine Skiing				X	X
Heli Skiing	X	X	X	X	
Cross Country Skiing	X	X	X	X	
Big Game Hunting	X				
Small Game Hunting		X	X	X	X
Water Fowl Hunting				X	X
Auto Touring	X				X
Wilderness Touring	X	X	X	X	X
Hiking	X	X	X	X	X
Mountain Climbing	X	X	X	X	X
Trail Riding	X	X	X	X	X
Cottaging		X	X	X	X
Snowmobiling				X	
Landscape Viewing	X				
Gathering/Collecting	X				
Photography/Painting	X				
National Parks	X	X	X	X	X
Provincial Parks		X	X	X	X
Marine Parks				X	X
Fish Culture					X
Hang Gliding & Flying				X	X
Museums and Historic Sites	X	X	X	X	X
Ethnic Settlements	X		X		
Resorts & Recreational Complexes	X	X	X	X	X
Industrial Developments					

X Development Opportunities

TABLE 12

MARKET FORECAST: CARIBOO-CHILCOTIN TOURISM REGION: PERSON TRIPS (000)						
MARKET		FORECAST PERIOD				
		1979	1980	1981	1982	1983
B.C. Residents	H	315	335	355	375	395
	L	260	270	280	290	300
Other Canadians	H	80	85	90	95	100
	L	65	65	70	75	75
U.S. Residents	H	105	105	110	115	115
	L	105	105	105	105	105
Other International	H	10	10	15	15	15
	L	10	10	10	10	10
TOTAL	H	510	535	570	600	625
	L	440	450	465	480	490

3.4 Visitor Profiles

3.4.1 Traveller Characteristics (See Table 13)

A relatively high proportion of visitors to the Region are children and young adults particularly among B.C. residents. Persons over 54 make up a high proportion of United States tourists. This is probably due to the hunting opportunities which tend to appeal to an older segment of the American population. Hunting and fishing probably also account for the excess of males over females among tourists to the Region. An exceptionally high proportion of visitors to the Region have technical or vocational education. Income levels are relatively high.

3.4.2 Trip Characteristics (See Table 14)

Over half of the parties to the Region are made up of two or more adults. A fairly high percentage of B.C. resident travellers are on business but the overwhelming porportion of other visitors are vacationers.

Recreational vehicles are more predominant in this Region than in other parts of the province, particularly among out-of-province visitors. Automobiles, including recreational vehicles, are used by 83% of all visitors. Air is the next most popular means of transport followed by bus.

TABLE 13

TRAVELLER CHARACTERISTICS: CARIBOO-CHILCOTIN TOURISM REGION					
CHARACTERISTICS	MARKET				
	B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	ALL VISITORS
Age:					
% Under 18	26	22	18	11	23
18 - 24	18	9	6	10	14
25 - 34	11	17	8	20	11
35 - 54	35	32	26	38	32
Over 54	10	20	42	21	20
Sex:					
% Male	58	N/A	N/A	N/A	58
Female	42	N/A	N/A	N/A	42
Education:					
% Public School	20	N/A	N/A	N/A	20
High School	33	N/A	N/A	N/A	33
Technical/Vocational/Jr. College	22	N/A	N/A	N/A	22
University	16	N/A	N/A	N/A	16
Family Income:					
% Under \$10,000	6	5	9	-	6
10,000 - 20,000	55	40	37	27	48
Over 20,000	39	55	54	73	46

Sources: B.C. Research; 1974 and 1979 Visitors Surveys and 1976 Residents Surveys.
Statistics Canada; Canadian Travel Surveys, 1977 2nd Quarter, 1978 3rd Quarter, 1978 4th Quarter.

TABLE 14

1

TRIP CHARACTERISTICS: CARIBBOO-CHILCOTIN TOURISM REGION					
CHARACTERISTICS	MARKET				ALL VISITORS
	B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Party Size:	2.2	2.5	2.9	4.5	2.5
Party Composition: % Single Adult	25	7	7	7	17
Several Adults	51	62	62	62	56
Adults with Children	24	32	32	32	27
Trip Purpose: % Business	19	8	5	4	14
Personal	19	1	2	-	12
Pleasure	62	91	93	96	75
Trip Duration: Average Nights per Party	4	15	21	35	12
Nights in Region: Average per Party	4	3	4	2	4
Type of Transportation: % Auto	62	56	53	23	58
Recreational Vehicle	17	35	38	32	25
Bus	7	*	1	4	4
Air	12	6	6	40	10
Rail	2	*	1	-	1
Boat	-	-	-	-	-
Other	-	2	*	-	*

TABLE 14 CONTINUED

2

Trip Characteristics (Cont'd.)	CHARACTERISTICS	MARKET				ALL VISITORS
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Accommodation: % Hotel		6	2	8	6	6
	Hotel	12	26	23	21	17
	Friends and Relatives	22	19	6	18	17
	Cottages/Cabins	18	1	5	*	12
	Public Campgrounds	20	23	26	29	22
	Private Campgrounds	5	23	23	25	13
	Other	17	6	9	1	13
Activities: % Business		19	8	5	4	14
	Convention	-	N/A	N/A	N/A	-
	Shopping	30	26	15	26	25
	VFR	56	35	16	11	42
	Sightseeing	38	52	42	64	42
	Camping	37	30	21	19	32
	Fishing	38	11	21	23	30
	Hunting	8	1	2	*	5

TABLE 14 CONTINUED

3

Trip Characteristics (Cont'd.)		MARKET				
CHARACTERISTICS		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	ALL VISITORS
Activities:	% Boating	26	14	8	30	20
	Skiing	3	N/A	N/A	N/A	2
	Golf	8	N/A	N/A	N/A	8
	Visiting Museums and Historic Sites	15	N/A	N/A	N/A	15
	Attending Festivals and Events	20	19	11	23	18
	Swimming	N/A	14	8	28	11
Expenditure:	% Accommodation	14	23	19	20	17
	Meals	21	21	18	17	20
	Groceries	12	10	10	22	11
	Transportation	31	28	25	23	28
	Recreation and Entertainment	17	4	13	3	14
	Shopping and Souvenirs	2	11	6	15	5
	Other	3	3	9	-	4
	Average/Person/Day (1979 Dollars)	\$12.00	\$27.00	\$23.00	\$15.00	\$19.00

Sources: B.C. Research; 1974 and 1979 Visitors Surveys and 1976 Residents Surveys.
 Statistics Canada; Canadian Travel Surveys, 1977 2nd Quarter, 1978 3rd Quarter, and 1978 4th Quarter.
 Reports on Specialty Markets Sponsored by T.I.D.S.A.

As evident from the high proportion of recreational vehicles, campgrounds are the most popular type of accommodation. Residents have a strong preference for public campgrounds though other visitors do not show a preference between public and private campgrounds. About 22% of resident visitors stay with friends and relatives. Though fairly high, this is a smaller proportion than average for the province. For out-of-province visitors motels are a popular mode of accommodation. They are preferred about 3 to 1 over hotels. Cottages and cabins are very popular with resident visitors many of whom probably own their own summer homes in the Region. This category probably includes fishing and hunting camps or lodges whether private or commercial.

Though a fairly high number of resident visitors were travelling for business purposes, the Cariboo-Chilcotin Tourism Region clearly does not have the facilities to attract conventions. All outdoor activities attracted relatively high proportions of visitors to the Region. These include camping, fishing, hunting, boating, skiing, swimming, and golf. The Region's historical attractions, notably Barkerville, and its festivals and events are well frequented by tourists.

Average expenditures per day are very low for resident visitors probably because very few stay at commercial roofed accommodations. Compared with the provincial average, visitors to the Region spend a higher proportion of their total outlay on transportation and recreation and less on shopping.

3.5 Development Implications

3.5.1 General Marketing

The Region has a predominantly young tourist market, strongly oriented towards active recreational pursuits. Expenditure levels are very low. Emphasis should be on providing revenue-earning

activities such as saltwater fishing, guided wilderness and river tours, heli-skiing and other winter sports, and dude ranches. There is probably too small a market for any one activity to support a full service resort hotel especially since there is little business traffic and no major population centres to support ground floor facilities in the off-season. Geographically, resources are widely scattered, with some areas, such as the South Cariboo, having the potential for the development of resorts which operate year-round. Small operations catering to specific markets are often only marginally successful. Emphasis should be placed on offering clients a unique vacation experience.

In the course of their 1979 survey of visitors to British Columbia, B.C. Research asked respondents to list their particular likes and dislikes about the Regions they had visited. A relatively high proportion of visitors to Cariboo-Chilcotin liked everything about the Region with particular mention of liking people, the atmosphere and especially the scenery. The fishing and hunting was praised by a larger proportion of visitors to this Region than to any other part of the province. Among the "dislikes" roads ranked very high. Though reaction was mixed, accommodation (including campsites), restaurants and service were more often cited as dislikes than likes. Prices, particularly the price of gasoline, were often criticized. Cleanliness was greatly appreciated.

3.5.2 Accommodation Requirements

In 1978 an estimated 433,000 person trips were made to the Cariboo-Chilcotin Tourism Region. Tourists to the Region, including pass-through traffic, spent an estimated 1,732,000 nights in the Region. Person nights in the Region are expected to increase to between 1,985,000 and 2,549,000 by 1983. Given a continuation of current accommodation preferences, hotels and motels will experience an increase of 46,000 to 156,000 person nights. Person nights spent in other roofed accommodations (excluding friends and relatives)

will increase by between 45,000 and 153,000, and person nights spent in campgrounds will increase by between 70,000 and 239,000.

In 1978, there were 1,346 hotel and motel units in the Region with a combined occupancy of 62.6%. The estimated person nights spent by tourists in hotels and motels was insufficient to account for that level of occupancy. It must be assumed that either there was more pass through traffic than has been accounted for, or that a number of units were occupied by semi-permanent residents and work-crews. Since a number of the establishments in the Region offer special winter rates, it can be assumed that many are occupied by semi-permanent residents who would not be classified as tourists. In view of the fact that Highway 97, which runs through the Region, is the major link between the Lower Mainland and Prince George and points north and west, accommodations along the route probably serve many truckers who would not be included in the above estimates. Assuming occupancy levels are currently satisfactory, the incremental tourist business could support a net addition of 124 to 389 new units (at average occupancy of 65%). We would expect actual requirements for new units to be closer to the high estimate since it does not take into consideration comparable increases in demand from truckers and other sources. The estimates are net of any demolitions of existing plant.

Required additions of other types of roofed accommodation, such as fishing and hunting camps are difficult to estimate since current occupancy rates are not available. Demand for such units can be expected to increase by 16% to 55% over the next five years.

In 1979, there were 2,109 public and private campground units in the Region. The estimated person nights resulted in an average occupancy level of only 33.5% over a 154 day period. Even assuming that some of the facilities are occupied by work-crews, this rate is far too low. The projected increase in tourist demand over the next five years will be insufficient to justify a net addition

to the number of sites. It should be noted that 'net' and 'average' do not reflect specific situations. In some parts of the Region, campgrounds have good occupancy levels and some expansion of facilities in specific locations may be warranted.

4.0 **ROLE OF TOURISM ISSUES AND CONCERNS AND LOCAL OBJECTIVES**

4.1 **Introduction**

Chapter 4 examines the social component of tourism in the Cariboo-Chilcotin Tourism Region. Current tourism developments are described, along with the tourism strengths, markets and opportunities as perceived by residents of the area; and the issues and concerns related to tourism development. At the end of the chapter, locally defined tourism objectives are listed. Discussions held during, and briefs received at, the two public forums held in the Cariboo-Chilcotin Tourism Region provided all the information and data for this chapter. A total of 22 individuals and 20 groups attended the forums and nine briefs were submitted. Government and municipal groups were represented as were associations, societies and private individuals.

4.2 **General Attitudes Towards Tourism**

In most of the Region, tourism is not seen as an important part of daily life. Many local residents see themselves as friendly, but not especially involved with tourism, and some forum participants reported that, in fact, much apathy exists on the part of local residents. Although the tourism industry has a fairly low impact, residents seem to appreciate the economic benefits and expressed the feeling that tourism will aid in bringing economic stability and independence to the Region. However, some forum participants stated that attitudes within the industry itself are not good and that the business community has not tried to encourage tourism development. Apparently many entrepreneurs in the area are very independent and are skeptical of extensive government involvement.

Few complaints of overcrowding were heard except at some local lakes and during Williams Lake's Stampede Week. The R.C.M.P. also reported an increase in petty crime during the Stampede Week.

A few incidents of overharvesting of fish were reported but generally tourism's impact on local residents has been minimal.

4.3 Perceived Tourism Strengths and Opportunities

4.3.1 Perceived Tourism Strengths

According to residents of the Cariboo-Chilcotin Tourism Region, tourists are attracted by the possibilities for summer and winter outdoor recreation, the "Western experience" and by the Region's history. Fishing and hunting are available, as are skiing (downhill and cross-country), snowmobiling and ice fishing. A major winter event is the Ski Marathon in the 100 Mile House area. In the summer, miles of trails are open, and canoeing, rafting and guest ranching are also available. In the southern part of the Region there is a Winter Carnival at Lac La Hache, Gibraltar Copper Mine tours, the Cariboo Regatta and the Williams Lake Stampede. While the Region is not in a market position to attract major conferences, facilities are available in Williams Lake to host local/regional seminars and conferences. In the north are found the Bowron Lake Provincial Park, Troll Resort (where downhill skiing and camping are available), and historic destinations like Barkerville, Wells and Cottonwood House. The Island Mountain School of Arts is found in Wells.

4.3.2 Perceived Tourism Opportunities

Many participants felt that the area has excellent natural and historic attractions but a major problem has been persuading tourists to spend more time in the Region. There is a need for more accommodation and entertainment facilities; however, indiscriminate, unplanned growth is feared.

In the Williams Lake area, one possibility is making more use of the Stampede Grounds with attractions like harness or quarter horse racing. The creation of a "western town" was also suggested. There is potential for the development of more ski trails, ski packages and canoe routes.

The Barkerville area was cited as one of the province's most suitable areas for a destination resort. Wells' residents would like to develop a theme reflecting the heritage of the 1930s gold mining days and restore original buildings for commercial use. Other suggestions included a family hostel, a hard-rock mining museum and a play/film festival in conjunction with the Island Mountain School. The development of more alpine skiing through the opening of a new mountain was also suggested.

4.4

Issues and Concerns Regarding Tourism Development

Very few concerns were brought up by forum participants in the Cariboo-Chilcotin Tourism Region. Quality of life is important to them; they like their rural setting and the slow pace of life. It is felt that tourism development should be well planned and proceed in an orderly manner. The Regional Tourism Association was seen as valuable and a number of representatives felt that they should not be dissolved, as has been previously suggested. If this were done, costs would rise and private sector co-operation would decrease. Some forum participants complained that the lack of local decision-making authority makes development of any kind difficult, especially in unorganized areas within regional districts. Many participants expressed concern about training for employees in the Tourism Industry. Lack of management expertise, low salary expectations and image have also contributed to training problems. A suggestion was made to use packaged in-field training and it was felt that, in the long term, a provincial hotelier school and apprenticeship training program should be established. Many forum participants mentioned the importance of maintaining the area's historic resources

(e.g., the town of Wells) and using them to attract tourists. Conflict of tourism industry development with the mining and logging industries was also mentioned as a concern.

4.4.1 Seasonal Aspects

While the majority of tourists in the Cariboo-Chilcotin Tourism Region visit in summer, the potential for year-round tourism is very good. Hunting and fishing camps have aided in extending fall and spring tourism, and there seems to be a growing market for winter tourism. Many varieties of winter outdoor recreation are available, especially alpine and cross-country skiing, and the winter climate is stable. One possibility is the development of inter-community cross-country ski packages based on point to point touring.

4.5 Weaknesses as a Tourism Area

The primary weaknesses of the Cariboo-Chilcotin Tourism Region as a tourist destination appear to lie in the accommodation and transportation sectors. There is a shortage of accommodation in the Region, especially of camping facilities. There is also a need for intermediate size hotels to handle package bus tours with 40 to 50 passengers. Improvements are also needed in means of access, according to many area residents. For example, B.C. Rail service could be improved and expanded. However, it was mentioned that, to date, B.C.R. has not been receptive to the idea of an increased role (e.g., a Ski Mountain train) and VIA Rail was suggested as an alternate operator. Ferry service to Bella Coola was proposed and it was mentioned that a land/water circle tour via Bella Coola is a possibility. Air facilities could also be improved through increased service, especially from the west, and extension of two of the Region's two airstrips at Wells and the Bowron Lakes. It was also felt by many forum participants that continual upgrading of the

highway system is important and that better road signage throughout the Region is needed. More circle tours could also be developed, for example, through the extension of the Barkerville Road to McBride on Highway 16.

4.6 Tourism Linkages

A number of groups attending the forums are already involved in tourism development and others presented a variety of good ideas. The area Chambers of Commerce appeared interested in tourism development, as were groups like the Wells Historical Society and the Barkerville Road Tourism Study Committee. The Island Mountain School of the Arts, which offers summer and weekend sessions in Wells, would like to develop a year-round presence, while the Sugar Cane Indian Band is considering opening up a camp site.

4.7 Locally Defined Tourism Objectives

A number of objectives relating to future development in the Cariboo-Chilcotin Tourism Region arose in the discussions and submissions at the public forums. Although some opposition might exist, these objectives seem to be fairly commonly held.

- upgrading of the transportation network in the Region;
- improvement of signage in the Region;
- development of more attractions and facilities for the tourists;
- further development of the Region's ski potential;
- continuation of training opportunities; and
- development of more trails for both hiking and cross-country skiing.

Regional and Local Policies Which Influence Tourism Development in the Region

Regional and local policies in the Cariboo-Chilcotin Tourism Region are developed locally by the three Regional Districts¹⁾ and their constituent municipalities. The Cariboo Regional District is the dominant local jurisdiction in the Region. While tourism is not yet a major component of the local economy, it is manifest along Highway 97 and in some of the lake areas. The Regional Plan²⁾ does not have specific statements about tourism but its policies on landscape, transportation corridors and waterfront development clearly acknowledge the importance of the aesthetic values of landscape and landscape management by resource industries: the need for scenic vistas, rest areas and a generally enjoyable travel experience along highways, and the necessity of standards to maintain environmental quality and public use in developments on lakes is acknowledged.

Quesnel, the largest community within the Regional District, has adopted an official community plan but has not proposed any policies which deal directly with tourism. The settlement plan prepared for the area adjacent to the City provides some policy direction to leisure and tourism values of parks and open space, river corridors and lake fronts. In contrast, the Town of Williams Lake's recent plan³⁾ discusses Recreation and Tourism as part of the subregion's economic base and contains policy statements on diversifying the area's employment base; the plan sees the tourist and recreational industry of interest after the wood processing industry. The role of certain local recreational amenities such as the golf course and Williams Lake in the tourism industry are recognized and the need for a visitors' serviced campground was raised. There are also policies on community beautification, which are important to the service centre role, and on protection and enhancement of special areas, as well as environmental standards.

Further south is 100 Mile House,⁴⁾ where again tourism has been assessed as part of the area's economy. Specifically, the community plan proposes that the tourist industry be encouraged as an integral component of the subregional economy and, to this end, it is suggested that discussion regarding development and promotion of the area's tourist potential be held with the Cariboo Tourist Association. The multiple functions of the main highway routes, including tourist use, are also noted and infilling policies proposed in order to minimize local and through-traffic conflicts. There are also a number of environmental objectives of which the protection of land and water areas essential to the natural resource based industries is particularly relevant to tourism. Policies for this objective not only discuss the recreation capability of lakes, protection of parks and park reserves as well as fish and wildlife, but acknowledge the importance of preserving the natural surroundings of the 108 Recreation Ranch so that its role as a recreational focal point for tourists and residents can be maintained. Further, the value of cross-country skiing to tourism is also supported with policies to discourage subdivisions which would interfere with trail systems.

The Interlake area around Sheridan and Bridge Lakes also has recently undergone the preparation of a settlement plan.⁵⁾ Of special importance to tourism are the proposals regarding recreation management including new Provincial Park sites, preservation of unique landscape features, fish and wildlife management and use and public access to lakes. There is no official settlement plan for Lac La Hache and attempts at creating an official settlement plan for Wells have not been successful to date.

To the west of the Cariboo Regional District is the sparsely populated Central Coast Regional District. No official settlement plan has been developed although work has now been completed on a Regional Master Recreation Plan. However, an Official Settlement

Plan⁶⁾ is in place for the Bella Coola Valley, the most populated area within the Regional District. In the background to the Plan, the Tourism sector has been discussed. While the area is known for fishing and hunting, few facilities are available and poor accessibility is seen as a constraint to development. There are policies on recreational uses with several references to the need for campgrounds and local involvement in the planning of Tweedsmuir Park. Other policies are directed towards protection of the local fisheries as well as of heritage and archaeological sites.

A small portion of the Thompson-Nicola Regional District lies in the south of the Region around Clinton. In the Thompson-Nicola Regional Plan⁷⁾ tourism and recreation is recognized as important elements in the Regional District and policies are oriented towards protection of sensitive corridors, allocation of specific tourist recreational areas within the General Rural Development designations and, lake system planning which recognizes the capability of various lakes. Clinton is noted as a local service centre and as a possible linkage point for the B.C.R. with the C.P.R./C.N.R. With regards to economic development and opportunities,⁸⁾ tourism is seen as an activity with good possibilities for Clinton, especially when tied with cross-country skiing.

In summary, tourism at the regional level has been given very little direct consideration, but most of the key communities with policy documents (Williams Lake, 100 Mile House, Bella Coola Valley, Clinton and Interlake area) have addressed tourism. The strongest policy support appears to be in the 100 Mile House area. The northern part of the Cariboo-Chilcotin Tourism Region, around Quesnel, Wells and Barkerville, as yet, has no local policy framework which provides direction for tourism and in the case of Wells area, for rural development and services of any sort. The Lac La Hache area is also without any specific planning and development policies.

FOOTNOTES:

1. From west to east, these are: Central Coast, Cariboo and Thompson-Nicola. See Appendix 5 for specific tourism related excerpts.
2. Official Regional Plan for the Cariboo Regional District, 1977.
3. Town of Williams Lake Official Community Plan, 1979.
4. 100 Mile House Official Settlement/Community Plan - Draft, 1979.
5. Interlake Official Settlement Plan - Draft, May 1980.
6. Official Settlement Plan: Bella Coola Valley, July 1979.
7. Regional Plan 1979, Thompson-Nicola Regional District.
8. Economic Development Profile and Opportunity Identification Study: Regional Overview of Sub-Regions, Thompson-Nicola District Economic Development Commission, October 1979.

5.0 PROVINCIAL AND REGIONAL TOURISM DEVELOPMENT STRATEGY

5.1 Introduction

The importance of a provincial tourism strategy has been well documented and it is generally recognized that in a large and diverse province such as British Columbia, a systematic approach is essential to adequately meet the objectives of government and private industry sectors.

The tourism industry in British Columbia has been characterized by fragmented growth and lack of planned development. The relatively uncoordinated development of the province's natural, historic and cultural resources to varying levels of quality presents some problematic areas for the future of tourism development, especially when assessed against the anticipated market requirements of the 1980s and 90s.

The provincial tourism strategy will provide comprehensive short and long term direction for public and private sectors of the Tourism Industry.

Many of the reasons for supporting a provincial strategy may also be applied at the regional level. First, the preparation of a regional tourism development strategy will enable the industry to indicate its long range goals and objectives, identify programs required to meet these goals and define the resources and support activities/services required from the various levels of government and the public sector to implement the plan and retain tourism as a long term stable industry; in so doing, the industry will be placed in a much better position to obtain the required recognition, resources and support. Second, the regional plan will provide a basis for integrating its own activities, and enhance its ability to set area, corridor and site specific priorities, assess the effects of allocating

land to different uses and identify the differences in tourism outputs, and monitor the effectiveness of its actions. Third, through the strategy, local, regional and national trends and events can be taken into account when implementing the program, monitoring existing developments and providing new direction.

5.2

Framework for the Preparation of Tourism Development Strategies

A tourism development strategy strives to meld a myriad of goals, objectives and policies of importance to governmental agencies, private tourist operators and local residents into a co-ordinated program that optimizes the "public good" derived from the development and use of the natural and man-made resources of a region. Hence, it is a necessity that the tourism development strategy and its related development recommendations are the result of a logical process that establishes broad goals and principles, and within this context, identifies and evaluates competing goals and resource demands, determines their relative importance and appropriateness, and allocates basic priorities to them. Only in such a manner can the final choices and directions embodied in the approved tourism plan be explained and justified.

A comprehensive process has been used in the preparation of the tourism development strategy for the Cariboo-Chilcotin Tourism Region; specifically, the steps in this planning process were:

- a) within the context of the provincial strategy, the assessment of the resources, markets and the goals and objectives for the Region;
- b) the identification of specific goals and objectives of the industry and public interest groups to be addressed by the tourism development strategy;
- c) the establishment of guidelines, principles and policies which defined the acceptability of alternative courses of action within the existing planning context;

- d) the identification, evaluation and selection of a regional development concept;
- e) the identification and assessment of appropriate development concepts, associated development opportunities and projected tourism market and trip characteristics for all planning units that will satisfy the tourism goals and objectives for the Region;
- f) determination of appropriate sub-strategies for the implementation of the development concepts.

5.3

Provincial Tourism Development Strategy

The provincial tourism strategy identifies the short and long-range opportunities for the public and private sectors of the industry on a province-wide basis. The conclusions reached were presented in the form of planning, development and implementation sub-strategies and were based on an analysis of the resource opportunities, existing infrastructure, government and industry objectives, market assessment and implications of emerging socio-economic trends including energy. Based on these analyses, the following Provincial Strategy or policy statement emerged:

"To identify and encourage the development of high quality tourism resource opportunities and destination areas through a nodal corridor concept that will attract international, U.S. and domestic markets to complement existing provincial and regional markets with specific attention to changing tourism leisure trends and the world energy situation".

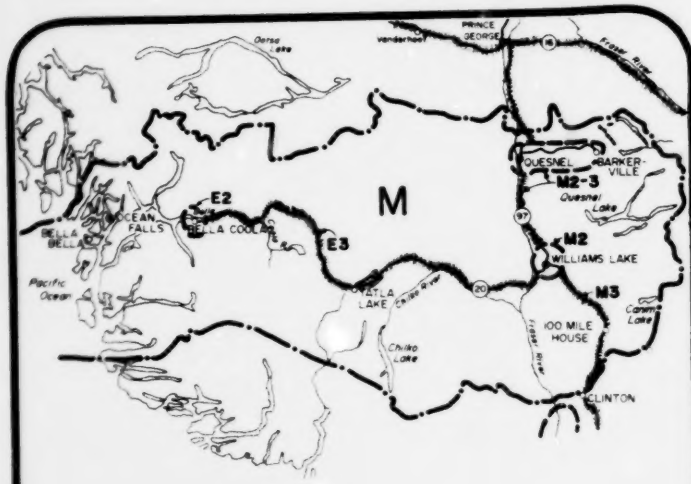
This policy statement recognized several provincial-wide goals to be realized by the plan. Clearly, the plan identified that a gradual shift in the nature of tourism throughout the province should occur with the existing rather fragmented tourist facilities and services to

become a more centralized, concentrated destination industry oriented toward specific resident and non-resident market sectors. The direction of the industry would be toward providing high quality, activity-based facilities to a broad market with an emphasis on group travel by mass mode. An important element in the plan, as reflected in the above, is the concern that resource development meet future market requirements and include both short and long-range objectives rather than the short-sighted approach and low capital investment characteristic of previous planning and development efforts. It is expected that this will result in a gradual redistribution of quality tourism amenities that will generate higher visitor expenditures but respect the social carrying capacity of an area.

Because of the scale and complexity of British Columbia, the provincial strategy recommended that tourism planning for the province acknowledge four different orientations: economic, resource, market and conserver. The sub-strategies based on these orientations have been applied to each of the tourism regions and part of regions where warranted. For each sub-strategy an appropriate planning, development and implementation approach is identified. As stated in the Provincial Strategy and shown in Drawing No. 4, the market oriented sub-strategy has been recommended for the Cariboo-Chilcotin Tourism Region.

Also cited in the regional strategy statement were the Williams Lake and Barkerville areas and the Highway 97 travel corridor which were also to receive a market approach to tourism planning. The limited type and scale of development at Bella Coola and on the Highway 20 travel corridor along with the low volumes of tourists suggests an economic orientation be taken for tourism planning. Generally for the Region, market factors and conditions will define the characteristics, quality and location of the required tourism developments while attempting to minimize resource degradation. By increasing the numbers and types of tourists entering the Region it

Provincial Strategy and Regional Application



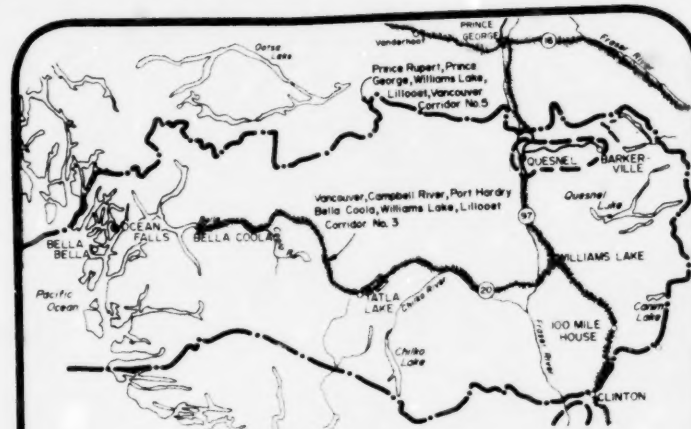
Planning Strategy

A market orientation to regional planning is proposed for this region as well as the Williams Lake and Barkerville areas and the major north-south travel corridor (Highway 97). An economic orientation to planning is proposed for the Bella Coola area and the Williams Lake - Bella Coola corridor (Highway 20) due to extremely limited development along this corridor and the relatively low volumes of tourist traffic.

The essential part of the market oriented planning sub-strategy is that it allows market factors and conditions to define the characteristics, quality and location of the required tourism developments.

The primary goals served by the market oriented sub-strategy are the stimulation of the industry and economy through an increase in the number and type of tourists visiting the province, the improvement of the international balance of trade in the travel account, the modernization and expansion of aspects of the existing tourism and recreation plant, and, a diversification of the local and regional economy. Developments tend to be directed toward major nodes and travel corridors.

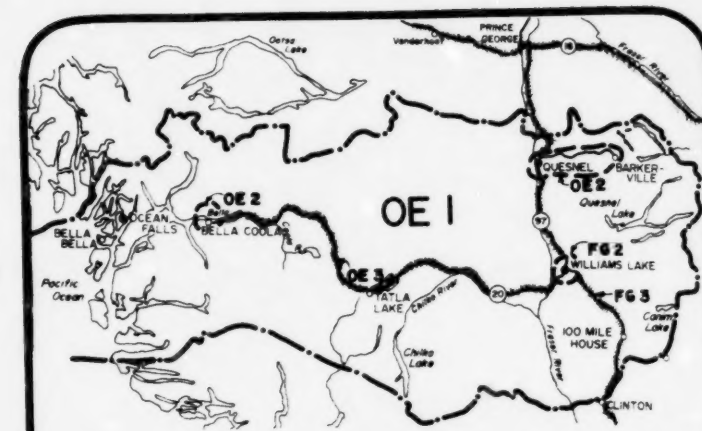
Of primary concern to the economy oriented sub-strategy is the viability and diversity of the economic base throughout the province. It will use the tourism/recreation industry, to the degree warranted, to stimulate or broaden the economy of selected urban centres or rural areas.



Development Strategy

The Provincial Tourism Strategy identified specific development concepts for consideration at the regional scale. Presented below is the concept devised for the Cariboo/Chilcotin Tourism Region.

To promote and expand the package tour market appeal of the available historic/cultural resources and the land-based extensive recreation opportunities in order to diversify the tourism base and broaden the regional economy. Specific emphasis will be given to developing and promoting two circle routes through the area originating at the international gateway cities of Calgary, Edmonton and Vancouver. A four-season tourist destination area will be established along the Quesnel-Barkerville corridor. Economic incentives should be provided to assist in the development of the cultural attractions and expansion of the tourism infrastructure at Bella Coola and to aid existing and future tourism services along the Bella Coola - Williams Lake corridor in order to establish a major land and water circle route originating in Vancouver.



Implementation Strategy

The implementation strategy proposed for this region calls for optimizing economic impact and would be applied not only to the region but the Barkerville and Bella Coola areas, and the Bella Coola - Williams Lake corridor. A policy to facilitate growth would be applied to Williams Lake and the highway corridor between Williams Lake and Lillooet.

The optimize economic impact approach calls for a high degree of government involvement to initiate tourism development in developed portions of the province and to stimulate economic development in the travel sector by maximizing the tourism economic linkages. It suggests that the provincial government and TIOSA should give high priority to applications for planning and development of a marketing nature that are in keeping with the provincial strategy and the forthcoming regional plans. A considerable amount of support under the strategy may be in the form of incentives to local municipalities as questionable economics and limited entrepreneurial capability may hinder development in these regions.

The intent of the facilitate growth sub-strategy is to stimulate free enterprise involvement through the identification of development opportunities and the support of representative applications that are in accordance with the provincial development strategy.

is expected that the industry and the economy of the Region will be stimulated thereby optimizing the benefits derived from tourism/recreation developments. Emphasis will be placed on nodal development to take advantage of upgrading services to the existing tourism plant and to facilitate the provision of tourism/recreation facilities capable of handling package tours.

The market orientation (Drawing No. 4), was derived in recognition of the considerable traffic volumes along Highway 97 as a result of the popularity of this part of the Region with provincial summer touring markets. The existing market awareness of the Region's high capability for water-based and land-based activities in concert with existing high quality resort and historic attractions presents excellent opportunities for economic development of the remaining high quality natural and cultural resources.

For the Development Strategy, the provincial document proposed to promote and expand the package tour market appeal of the available historic/cultural resources and the land-based extensive recreation opportunities in order to diversify the tourism markets and broaden the regional economic base. Specific emphasis would be given to developing and promoting two circle routes through the Region originating at the international gateway cities of Calgary, Edmonton and Vancouver utilizing Highway 97. A four-season tourist destination area is to be established along the Quesnel-Barkerville corridor. Encouragement should be provided to assist in the development of cultural attractions and expansion of tourism infrastructure at Bella Coola and to aid existing and future tourism services along the Bella Coola-Williams Lake corridor in order to establish a major land and water circle route originating in Vancouver.

The implementation strategy is the third component of the provincial tourism development strategy and is essentially concerned with the type, amount, timing and distribution of investment required to

achieve the Region, area, or corridor development objectives. In response to the planning and development strategies adopted for the Region an "Optimize Economic Impact" implementation approach is proposed that will apply not only to the Region but the Barkerville and Bella Coola areas and the Bella Coola-Williams Lake corridor. A "Facilitate Growth" approach would be applied to Williams Lake and along the highway corridor linking the Quesnel-Barkerville destination area and the Lillooet area. This combination of implementation policies is necessary because of the substantial degree of investment required to expand tourism markets and to create economic benefits by continuing development of the Quesnel-Barkerville area, by developing additional four-season resort opportunities along Highway 97 and by expanding tourism facilities along the Bella Coola-Williams Lake corridor. Proposals and applications which could meet the objectives of the Provincial Strategy as well as those presented in this document would be supported and entrepreneurs encouraged to pursue other opportunities identified in this Regional Plan.

The Yellowhead 16 Tourism Region to the north, and the Vancouver Island and Southwestern B.C. Tourism Regions to the south should also receive support and attention in the development of their tourism resources; the adjacent Tourism Region to the east, Thompson-Shuswap, has been assigned a conserver planning approach. Because of the strong land and water linkages, especially to the two southern Regions, destination areas, attractions and travel routes should be developed in a complementary and reinforcing manner to achieve provincial level tourism development objectives and benefits.

5.4 Regional Tourism Development Strategy

A regional tourism development strategy for the purposes of this plan is considered to be a statement of broad goals and policies outlining a general course of action for the growth, maintenance and

development of the industry leading towards the establishment of priorities for resource development, program formulation, and management procedures. The strategy is to reflect government, community and private sector goals and concerns, be sufficiently broad in scope and flexible in approach to accommodate unforeseen development, and be responsive to a wide variety of short and long-term specialty markets and resource development opportunities.

The various elements identified in the above were considered in the regional planning process and it was confirmed that the development concept proposed in the Provincial Tourism Development Strategy as outlined in Section 5.3, is well suited to the Cariboo-Chilcotin Tourism Region. More detailed research and analysis have confirmed a number of constraints and opportunities that were previously suspected. Some of the constraints identified include the limited accommodation base and need for upgrading in key areas and the reliance on sport fishing as a major tourism activity in large areas of the Region. A number of important opportunities have also been acknowledged including continued development of quality historical/cultural resources, a variety of coastal tourism resources, local attitudes towards tourism, the high capability for extensive recreation and several others.

Based on the various constraints, opportunities and local and regional considerations as outlined in Section 5.2, the development concept has been refined and is presented as the tourism policy statement for the Cariboo-Chilcotin Tourism Region (Figure 4). The Region-wide development concept or policy is:

To further enhance and promote the role of the Region as a tourism destination area through the provision of quality historical/cultural attractions, four season resorts, and land and water-based wilderness/backcountry recreation opportunities. Developments are to broaden the tourism base and diversify the regional economy with special attention to be given to management of the fish, wildlife, lake, park and wild and scenic river resources

as they are major contributors to the strong market image to be developed for the Region. Facilities and attractions will be developed so that the strong market image can be promoted in a variety of package tours through the Region. Some facilities/attractions will be packaged as loop tours from the gateway centres of Calgary and Edmonton, others from Vancouver. Increased use will be made of the Williams Lake and Quesnel regional airports for four-season packaged vacations to the lakeside and ranch resorts of the Cariboo/Interlake areas and the expanded heritage and natural attractions of the Cariboo Gold Rush destination area. Emphasis will be placed on nodal development and mass mode travel including train and bus. Economic assistance should be provided along the Highway 20 corridor to broaden the appeal and capacity of existing rustic lodges. The development of cultural attractions at selected coastal communities will contribute to the market penetration of some cruise ship traffic. In addition, the expansion of infrastructure at Bella Coola will facilitate the establishment of a major land and water circle route along the Bella Coola-Williams Lake corridor originating in Vancouver.

This policy statement outlines the rationale to guide the future preparation of development proposals for the Region as a whole and to ensure the continuance of a healthy tourism industry. Both the regional development concept (policy) and the development concepts for each of the 12 planning units (Figure 4) are intended to guide tourism development within the Region and to reduce uncertainty within both the public and private sectors as to future development by establishing an overall systems approach with guidelines and principles for tourism growth. These statements will indicate tourism development intent within the planning horizon and accordingly should be integrated with resource management plans.

A systematic approach to tourism planning is required in order to obtain the maximum short and long-term efficiencies from the available resources and markets. Through a systems approach, the various levels of government and the private sector can evaluate or judge a range of alternatives for their contributions to the goals of the Region. This analysis will provide the information on which agencies and others affected by tourism can base judgements as to

Regional Development Strategy

Figure 4

[illegible]

the possible benefits and potential conflicts that will arise. Within the tourism industry, it has become evident that area development without direction creates internal competition and may be detrimental to the industry as a whole. A systems approach, therefore, provides a guide to both the public and private sectors, a plan to evaluate proposed actions, and an important tool in gaining co-operation from government agencies.

In promoting the orderly economic growth of the Cariboo-Chilcotin Tourism Region from a tourism perspective, the policies, market and implementation strategies are geared to securing an optimum balance and spatial distribution of the types of tourism activities, to the identification of existing and future market opportunities, and to safeguard environmental quality, heritage, and social and economic benefits for the Region. It is anticipated that tourism will begin to exercise an influence on the course and direction of economic development in designated growth areas and regional planning throughout the study area will reflect consideration for the development of tourism.

In order for the plan to maintain a reasonable degree of flexibility to accommodate the diversity of conditions in the Region, an attempt is made to direct future growth by policy statements for each planning unit rather than by designating a large number of specific individual use areas. While the development strategy is designed to be flexible, major technological advances and changes in the energy situation could develop which might affect the programs and policies and development of the plan. Therefore, the policy statements for the Cariboo-Chilcotin Tourism Region should be reviewed at regular intervals (possibly every five years) to provide for the changing needs of the residents of the planning area, both permanent and seasonal, as well as other market and resource factors affecting the Region.

In Figure 4, Regional Development Strategy, the development concepts for the Region and each of the 12 planning units are outlined, and the projected tourism markets and characteristics identified. The matrix shows the planning and implementation strategies and the tourism market and trip characteristics to be considered in realizing the development concepts. It is noteworthy that, with the exception of one, all planning units have the capability to attract markets at the international level for natural, heritage and resort attractions. All units have suitable warm-weather seasons for tourism activities, however, only four units have the resource capability and climatic characteristics suitable for attracting markets on a four-season basis. Seven of the units have the attractions and infrastructure to accommodate package tours for stays of two or more days.

In terms of primary trip purpose there are four landscape/planning units which have high quality resources capable of supporting four-season vacation resorts. All units have scenic touring potential, although urban sight-seeing is limited to only one unit. All the units have water-based opportunities; three units have marine settings; eight have lake settings; and eight also have river settings including four units with known commercial rafting opportunities. Because of the diverse topography and land and water capabilities, all 12 units have the resources suitable for special purpose recreation ranging from river-rafting to heli-skiing and from guided hunting and fishing to heritage appreciation.

The Region has a variety of interesting lifestyles; ranching is the most visible land use and gives much of the Region its distinctive character. Also visible to tourists are commercial fishing on the coast and the forest industry on the coast and throughout the eastern third of the Region. There are opportunities for developing heritage experiences in eight of the units including West Coast Indian cultural interpretation in two units and the Cariboo Gold Rush theme in three units.

In the next five years, it is anticipated that access to the Region will continue to be primarily by private automobile, with bus and train tours becoming increasingly important. There are also distinct opportunities for cruise ship visits. Commercial airline will provide an increase in the number of entry points to the Region, especially for fly-drive vacations; small aircraft will continue to be important for providing access to remote areas. Within the Region, group travel will increase considerably with the development of several destination resorts and a growing variety of tourist attractions, especially along the Highway 97 corridor.

As illustrated in Figure 4, each of the landscape units has the capability to support a variety of tourism activities and experiences. The water base is extremely important in providing a complete range of boating experiences from canoeing and river rafting to power boating. Active land-based recreation and historical/cultural opportunities are also of considerable importance. There are however, limited opportunities for structured recreation which is available in only two units. Fishing is an activity that will continue to be of major importance in almost all landscape units, thus every effort should be made to safeguard and enhance the anadromous and fresh-water fish populations. Hunting will also continue to be a significant activity for continental and international markets, especially in the more remote parts of the Region.

As previously outlined in this chapter, the regional planning approach is market oriented, however, the approaches taken for the landscape units vary considerably. Four units are assigned a market oriented planning strategy largely due to their position on major travel corridors and the opportunities that they present. These units are matched with the appropriate implementation strategies of facilitating growth or optimizing economic impact. In addition, the unit centred on Bella Coola has an 'economic' planning strategy and an optimize economic impact implementation approach in

order to guide and enhance the economic benefits of tourism development. The amount of private and public support for these five units, the limited local economic capability and the need to provide additional means of employment dictates an involvement of both the public and private sectors in the financing, planning, and development.

Three units have a resource-management approach to planning in order to ensure long term economic benefits can be realized from the natural capabilities and attractions. Four units have been assigned a conserver planning strategy and a matching implementation strategy of optimizing future benefits. These units at present have difficult access and will not play a major role in the regional strategy. However, they are important for their rugged backcountry capabilities and remote resorts.

It is anticipated that the scope and intent of the regional development strategy and the landscape/planning unit concepts will establish the general framework within which future development will be directed. The matrix indicates what tourism markets should be pursued, where the main types of tourism activities should occur and how they should be developed. In Chapter 6, the detailed development proposals derived from the concepts and the tourism market/resource opportunities are outlined.

6.0 REGIONAL TOURISM DEVELOPMENT PLAN

6.1 Introduction

In previous chapters, an assessment of resources and market analysis was undertaken and a summary of local attitudes, perceptions and policies was presented. This was followed by the development of a regional strategy outlining a systematic approach to tourism planning and development in the Region. The basic framework and rationale for tourism development lies in the regional and planning area development concepts as outlined in Chapter 5.

The purpose of Chapter 6 is to highlight and describe the facility makeup of the regional plan, to identify specific guidelines and principles in the development of the plan and to outline priorities and phasing programmes. In addition, specific recommendations are developed regarding additional research and feasibility studies to be undertaken in order to adequately assess a particular plan or proposal at the tertiary level of planning.

6.2 Guidelines and Principles

Derived from the study objectives, from resource inventories and analysis, from consultation with the private sector and from discussions with industry specialists, TIDSA officials and other government personnel, the consultants have developed the following set of guidelines and principles for the Cariboo-Chilcotin Tourism Region. The guidelines and principles have been divided into three areas, namely: planning, development and marketing. While it is not within the scope of this study to establish definitive tourism policies, general policy concerns can be outlined.

A. Planning

- i) The intent of this study is to recommend a strategy for the growth and development of the tourism industry of the Cariboo-Chilcotin Tourism Region through the identification of tourism developments and actions required to match plant capability with resource potential and market demands.
- ii) The tourism development Plan resulting from this study is to be a Region-wide plan. Hence, the health of the tourism industry as a whole will take precedence over specific local demands or proposals.
- iii) The Plan will recognize the roles and responsibilities of both public and private sectors in its recommendations outlining development opportunities, but specific measures for implementing the recommendations are to be the subject of discussions and negotiations between the private sector and senior levels of government. Hence, the Plan does not incorporate specific programs and measures for implementing its recommendations.
- iv) The Plan is intended to outline, for both private and public sector consideration and financial investment, a systematic approach to the development of tourism opportunities. Where possible, the Plan is intended to reflect existing government policy and become a framework that may be used to direct future government action.
- v) The Plan recognizes that the various natural attractions and outdoor recreation opportunities provided by the maritime, mountain and plateau landscapes which contribute to the year-round tourism potential of the Region (e.g. ocean shoreline, lakes, rivers, sport fishery and wildlife resources) must be protected and enhanced to ensure that the Region can continue to satisfy and accommodate increasing numbers of tourists.
- vi) The Plan will reflect a sensitivity to the expectations and attitudes of local residents toward tourism and tourism development especially in Bella Coola, Wells, Lac La Hache/100

Mile House and other distinctive areas and communities. Through the consideration of social carrying capacities exhibited by these areas, the Plan will minimize the unwanted disruption of traditional lifestyles such as commercial fishing, grazing and logging.

- vii) The Plan recognizes that significant numbers of tourists and regional residents could compete for the various man-made and natural attractions and outdoor recreation opportunities of the Cariboo Plateau. Therefore, effort must be made to direct tourism development in a manner that resident enjoyment of the Region is not diminished and tourist-resident conflicts are avoided.
- viii) The Plan will attempt to spread the economic benefits of the Vancouver international gateway to a variety of areas within the Cariboo-Chilcotin Tourism Region.
- ix) The Plan will identify specific communities requiring improved streetscape appearance and themed architectural control and signage of the business districts and entrance areas; this is considered particularly important for communities on mass mode transportation routes.
- x) The significant recreation and tourism potential of the Region should be given serious consideration in the use and management of Crown Lands. In this regard, co-ordination among the various agencies and levels of government is essential.
- xi) The type, character and market attraction of intervening opportunities, or tourism development proposed for neighbouring regions of the province, Alberta and the northwestern United States, competing for the same markets was considered in the Provincial Tourism Development Strategy and has been further assessed in the development of regional plans.
- xii) Greater availability of information is required to direct tourists concerning resorts, package tours, accommodation, special

events and attractions at tourism service centres and regional gateways.

- xiii) The long range effect and geographical impact of societal trends and influences and their implications for the tourism industry are to be reflected in the variety and character of development opportunities recommended in the Plan.
- xiv) The Plan will be based upon the assumption that the importance of the tourism industry to the economy of the Region is recognized by other resource use, management or regulatory agencies, and that these agencies will incorporate the requirements of the Region's tourism industry into their various resource use policies, plans and programs. In such areas as the Quesnel-Horsefly Lakes and Chilcotin-Taseko Lakes, resource management decisions are required prior to major capital investment by the tourist industry.
- xv) The Plan is based upon the assumption that all planning for the tourism industry will be done on a long term basis, with short term reviews assessing the strategy's continued suitability to local, regional and provincial requirements.
- xvi) The scenic character of valleys and adjacent mountain slopes, rolling grasslands, and of fjord, lake and river shorelines in areas with existing or proposed tourism use should be protected by the establishment of land use policies which recognize the scenic values.
- xvii) The Plan will recognize the need to have its recommendations and development proposals reflect the plans of the Regional Districts of Cariboo, Central Coast and Thompson-Nicola to generate support for their implementation on an integrated rather than "piecemeal" basis.

B. Development

- i) The Plan will, wherever feasible, stress nodal development within specific tourism destination areas and provide a variety

of primary and associated tourism opportunities of both a maritime and terrestrial nature.

- ii) The Plan will stress the need to provide a certain density of facilities and programs in particular locations to establish a "critical mass" and "market awareness" beyond which the development of an identity and the creation of an awareness in the target market segments of the Region's tourism and vacation opportunities become feasible. This aspect is especially important in the establishment of tourism destination areas.
- iii) Nodal development will be encouraged because it localizes tourism activities and minimizes disturbances to other land uses.
- iv) The Plan will emphasize the development and use of high quality resources. Hence, development of marginal natural, historical or cultural resources will only be recommended if necessary to support the development and use of major nodal attractions.
- v) The Plan will recommend the upgrading of the existing tourism plant only where the plant meets, or has the potential for meeting, market expectations. Conversely, the Plan will not necessarily support existing facilities or attractions that are not providing and cannot provide the sophisticated requirements of the target market segments.
- vi) The Plan will strive to associate the facilities, attractions, services and programs proposed for each major destination/centre with one or more major themes, giving it a distinct identity from those of other proposed development nodes. Such an identity will facilitate market segmentation, allocation and promotion.
- vii) The development of new attractions should occur within designated tourism areas and ensure a wide variety of activities and a healthy four-season industry. New shoulder

season events and attractions should be established in recognized tourism centres in order to ensure their success in the short term.

- viii) Where warranted, the Plan will endeavour to increase the competitive position of the Region's tourism industry by the provision of additional types of tourism, recreation and entertainment facilities with respect to all market segments.
- ix) Due to the limited transportation system to and within all parts of the Region away from Highways 97 and 20, mass mode transportation to major tourism attractions and destination areas from gateway and service centres is to be explored and, where feasible, emphasized to lessen the impact of future energy-related travel dislocations. Bus, rail, air and ferry access throughout the planning area is considered particularly appropriate in this part of British Columbia. Innovative fly-drive, sea-drive, rail-drive and adventure package tours will help to "catch" the imagination of the tourist and disperse use across the Region.
- x) Unserved development should be restricted on lands adjacent to all water bodies until the suitability for septic tank disposal is determined.
- xi) Designation of wilderness parks and backcountry outdoor recreation areas is required to ensure that adequate areas are provided for extensive recreation uses. Designation of tourism travel corridors is required in order to obtain an integrated approach to planning and preservation of scenic resources and realization of the goals and objectives for highway corridors from a tourism perspective.

C. Market

- i) The Plan will focus on increasing the industry's penetration of the Region's traditional markets supported by substantial increases in the international high expenditure package tours,

fly-drive, cruise ship and specialty markets for activities such as river-rafting, remote lodge fishing/hunting and backcountry travel. Emerging specialty markets for culture/heritage attractions, kayaking/canoeing, and adventure tours will be pursued.

- ii) Through a variety of avenues including cluster developments, theme associations, unique attractions, special events, market segmentation and well-directed promotional efforts, the Plan will seek to stimulate the development of strong market identities for specific areas along the Highway 97 corridor.
- iii) Even though the Plan will focus on the Region's traditional markets (i.e., guest ranches, summer lakeside vacations, sport fishing), it will be future rather than status-quo oriented, will provide better and broader recreational experiences and will incorporate a sensitivity to, and flexibility for accommodating shifts in the types and quality of activities, attractions and services required by traditional and other market segments.
- iv) The Plan will encourage a strong effort being placed in retaining and expanding Canadian, U.S. West Coast and international markets through the development of a more competitive plant, the promotion of packaged tours, improved international/charter air access and improved ferry/cruise ship access along the coast.
- v) Extensive pressures for day use and weekend recreation facilities are generated by both the regional residents and nearby provincial markets in areas easily accessible from Highway 97. The Plan will recognize the potential use conflicts and strive to reduce competition through facility location, development and programming for particular user groups.
- vi) The Plan strives to capitalize on the market awareness and appeal of the Cariboo ranching country, the Barkerville Historic Park attraction/Cariboo Gold Rush theme and fishing/

backcountry travel of the Chilcotin Country. Promotional schemes should continue to strengthen these images. Programs should be developed to inform visitors at various gateway centres of the variety of tourism attractions and activities available in the Region to distribute tourists to specific destination areas and along various travel routes.

6.3

Tourism/Recreation Planning Hierarchy

The term "tourism" as defined in this study is extremely broad and associated with the use of a variety of natural resources, events, services and infrastructure. It is, therefore, considered important to introduce a hierarchy that reflects the types and levels of elements in the tourism/recreational field. The major elements of the hierarchy are: tourism destination areas; tourism service centres; gateway cities; transportation routes/corridors; destination resorts, events and attractions; and parks and recreation areas.

The hierarchy has been prepared to assist in the development of a systematic approach to tourism planning/policy development on a regional, corridor and nodal basis. It is considered essential that future development programs be tied to the type of development and geographical area and not only to the broad industry sectors. In establishing the hierarchy and the elements included therein, the study team has been cognizant of the following:

- natural, physical, historical and cultural resources within the planning area;
- existing tourism facilities/accommodations;
- present travel trends, habits and activity preferences of resident and non-resident markets;
- future needs and expectations of market segments;
- local goals and objectives and recognition of local lifestyles;

- goals and objectives of the study from both provincial and regional industry perspectives.

The hierarchy will assist in presenting a rationale for the Cariboo-Chilcotin Tourism Region and allow easy comparison and analysis between regions.

TABLE 15

HIERARCHY OF DEVELOPMENT

Tourism Destination Areas

- Provincial
- Regional
- Outdoor Recreation Areas

Tourism Service Centres

- International
- Provincial
- Regional
- Local

Gateway Cities

- International
- Provincial
- Regional

Transportation Routes/Corridors

- Provincial Travel Corridor
- Regional Travel Corridor
- Specialized Routes Including:
 - . Scenic Drive/Route
 - . Eco Tour/Route
 - . Historic Route
 - . Backcountry Route
 - . Wild and Scenic River
 - . Recreational Waterway

Tourism Destination Resorts, Events and Attractions

- Summer Resorts
- Winter Resorts
- Alpine Ski Areas
- Four-season Resorts
- Resort Community
- Tourism Attraction
- Tourism Events/Festivals
- Local Events/Attractions

Parks and Recreation Areas

- National Parks
- Provincial Parks
- Historic Parks
- Marine Parks
- Wilderness Parks or Conservancies

Definitions of the various terms used are presented in Appendix 1.

General Description of Plan

The markets for tourism facilities throughout the Cariboo-Chilcotin Tourism Region are projected to grow appreciably as a result of increased international travel, available resource opportunities, a growing Canadian market and demands for increased quality leisure time amenities by provincial and regional residents. To realize the potential of this Region, a tourism plan should be implemented so that new facilities/attractions will be developed within a clear program for both the government and private sectors.

As displayed in Drawing No. 5, an integral part of tourism growth and the provision of economic and social benefits will be in the development of new and/or the expansion of selected destination areas and tourism service centres within specific geographic areas offering supporting facilities, attractions and events. The demand for specialty tourism opportunities in the Cariboo-Chilcotin Tourism Region is expected to increase substantially over the planning horizon with a number of specific resource/market opportunities including cruise ship tours, guest ranch/lakeside resorts, back-country travel, wilderness recreation, water-based recreation associated with wild and scenic rivers.

The Region has abundant tourism resources, including resorts with provincial, North American and international clientele, which have been developed to varying degrees. A comparison of projected demand with supply indicates, that while there is an abundance of resources upon which the industry could grow, the need for facility development in designated areas to complement other existing and proposed facilities, events and attractions is critical.

As indicated in the Provincial Tourism Development Strategy and as outlined in the strategy statement for the Cariboo-Chilcotin Tourism Region (Figure 4), future tourism development is to be strategically

located in provincial and regional tourism destination areas and service centres of regional and local significance. Specific outdoor recreation areas and wilderness parks are also discussed. It is anticipated that by identifying specific areas with distinctive theme elements, an identity can be established with a positive effect on the marketing of the resources. Through the establishment of particular destination areas, a number of concerns can be more efficiently planned for or managed, including; mass mode transportation; development of a "critical mass"; provision of quality services, infrastructure, accommodation and attractions; increased opportunities for planned, controlled development; protection of environmental and quality of life objectives; and the need to extend seasons and move towards year-round operation. Many of these concerns could only be met through the designation of destination areas and systematic planning of the resources therein.

6.4.1 South Cariboo Four-Season Tourism Destination Area

The South Cariboo, from Williams Lake to Clinton, is blessed with a good four-season climate, rolling terrain suited to a number of outdoor activities, a strong "Western" theme, vestiges of the historic Cariboo Wagon Road, reasonable proximity to the Vancouver market and air gateway, good service centres, multi-mode access and the rudimentary elements of several extended season resort developments. Activities such as trail riding, hiking, bicycling, crosscountry skiing, and snowmobiling lend themselves to four-season operations. The large 108 Recreation Ranch currently is the closest to a true destination resort with amenities, although several smaller places are experimenting with winter seasons or special themes. Because the area is genuinely cattle ranching country, the western guest ranch approach can fit in with local aspirations. Further, this theme is attractive at an international level, while the South Cariboo's mass access potential from Vancouver by both air and rail permits the area to also serve the mini-holiday market. The area has commenced development in this direction but needs support

6.

to create quality resort enterprises with four-season activities and amenities and to develop further special themes and facilities which will diversify package vacations to encourage repeat visitation.

The following outlines a number of considerations in the planning and development of this four-season destination area:

1. Designate the area as a four-season tourism destination area in the Cariboo and Thompson-Nicola Regional District Official Regional Plans. The area should include: a gateway airport, a regional service centre, two local service centres, a resort community, a number of destination four-season resort complexes based on ranching themes and activities such as trail-riding and cross-country skiing; major events operating in all seasons; attractions; linkage systems and quality services.
2. Recognize the cattle ranching base of the area and encourage developments which complement the Western or Cariboo Wagon Road themes in order to strengthen the image of the area.
3. Upgrade and expand resorts on a theme basis to provide fully winterized operations and supporting recreational amenities such as swimming pools, saunas, tennis courts and licensed lounges. A variety of resort types and sizes should be available to cater to broad market segments; some facilities should be large enough to handle bus-sized tour groups.
4. Develop a management plan for the area in order to reconcile the dual function of much of the area as both a tourism resort area and working cattle ranch/rangeland.
5. Extend the cross-country ski trail network to link major resorts and service centres so that extended package vacations which utilize different accommodation nightly are possible and so that a greater range of ski opportunities exist. This ski-touring system could be supplemented with warming shelters and a shuttle bus system to handle baggage. Where possible,

circle loops should be developed. This system would have great appeal to skiers who want to experience new terrain daily and yet appreciate good meals and evening comforts. It is proposed that this system extend from approximately Lac La Hache to west of Clinton. It is also suggested that this trail system be regarded as a feature of the area that could benefit all accommodation and food service operators, especially from Lac La Hache south. As such, it is proposed that maintenance of the system be regarded as a common cost of doing business within the destination resort area and joint agreements be developed for area operators. It is very important that the trails be regularly groomed.

6. Promote the existing wilderness ski-touring trail system and encourage package vacations which provide an accommodation base for those starting and completing the trail.
7. Develop a South Cariboo trail-riding network within this resort destination area and link the network to the Interlake area and south to Lillooet using portions of the original Cariboo Wagon Road where feasible. Right-of-ways may be similar to the ski network. Riders could make use of en route accommodation and special campsites with corrals for intermediate points. The length of packaged vacations could be varied depending upon the distances and the communities the tourist wishes to visit. Such vacations could be operated by horse wranglers in conjunction with area accommodation and food services and would require stabling facilities or corrals near the key communities and a shuttle bus into the towns.
8. Encourage larger ranch resorts to develop small convention facilities in order to strengthen shoulder season operations and to develop the special "theme" convention market for British Columbia.
9. Investigate the marketing of packaged Cariboo bicycle tours which would provide all equipment and rentals and would be tied to area accommodation and food services.

10. Support the restoration and development of museums, road-houses and other heritage features which present the Cariboo Wagon Road history.
11. Investigate the development of specialty snowmobile resorts with trail systems distinctly separate from the ski-trail network to avoid conflicts. Because of the greater distances that can be traversed by snowmobiles, more isolated or backroad resorts may be able to tie into a snowmobile network as part of the accommodation base. This trail system could also connect with the Interlake Destination Area.
12. Develop special promotional literature and signage which indicate the distinctive features of this geographical area, development themes, accommodation and related attractions.

6.4.1.1 Williams Lake Regional Service Centre/Regional Gateway

Williams Lake, the largest urban centre in the South Cariboo Destination Area, has long been a focal point for the Cariboo. Highway related accommodation and food services are reasonably well developed and the Williams Lake Stampede is famous throughout the province. The area is also served by a nearby regional airport, the B.C.R. and is the crossroads for north-south travel and adventurers east to Quesnel Lake or west to Bella Coola. While few tourists come to Williams Lake as a destination, it is an important service centre for automobile and bus travellers and an air gateway to both the South Cariboo Four-Season Tourism Destination Area and the Quesnel/Horsefly Lakes Regional Destination Area. Further, it is by far the largest community associated with Highway 20 to the west. Packaged bus travel, especially "adventure/sightseeing" travel is expected to increase; with Highway 97 as the key route to both the northern parts of the province and to the west via Highway 20 (and eventual ferry connection at Bella Coola), Williams Lake will increasingly serve various sized package bus operations. The town's service/gateway role should be strengthened and more attractions and events developed to entice visitors to stay longer.

1. Continue to upgrade and expand accommodations, food and fuel services to meet the needs of mass mode package tours, commercial travellers and auto-touring markets.
2. Develop a serviced campground to provide appropriate facilities for recreation vehicle traffic, in particular, adventurer travellers aiming for Highway 20.
3. Undertake a core area beautification program for Williams Lake with emphasis on theme signage and landscaping.
4. Encourage more extensive use of the Stampede Grounds, possibly for harness or flat track racing or for further events in harmony with the Stampede or cattle ranching themes (e.g. regular demonstration of calf cutting or barrel racing). The grounds are well located to serve both the independent touring public and for presentation of "mini-shows" for tour groups.
5. Establish a tourist orientation centre with a central reservation system and audio-visual packages describing the travel opportunities within the Region. The centre should be near the major crossroads and signs directing travellers from the airport to the centre should be clear and prominent.
6. Improve the B.C.R. station with theme development in keeping with the "Western" image so that rail travel, especially in winter, will be encouraged and will be more pleasant.
7. Continue to upgrade and expand the airport and institute improved scheduling and more direct flights to the Vancouver gateway airport to facilitate package tour groups and fly-drive travellers. Expand auto and recreational vehicle rentals to encourage regional fly-drive vacations especially in the autumn.
8. Expand the shuttle bus service at the airport to provide service to the townsite and to resort complexes in the three nearby destination areas.

6.4.1.2 100 Mile House Local Tourism Service Centre

100 Mile House is central to the South Cariboo Destination Area; it is the largest community to serve the Interlake Regional Destination Area to the east, and the Cariboo entrance to Wells Gray Provincial Park. While much of the existing accommodation in 100 Mile House is oriented towards the touring public, some enterprises have explored winter ski operations based from the village. There are also several specialty attractions such as the car museum and golf course, but the greatest strength appears to lie in the active community which supports a good number of events throughout the year. The heart of the resort area and located on Highway 97, 100 Mile House can serve as both a local tourism service centre and as a special focus for events and attractions for surrounding resort complexes.

1. Upgrade and expand accommodation for the touring public and mass-mode package tours by bus and train. In particular, develop additional facilities able to meet bus group accommodation and food needs.
2. Encourage the year round operation of accommodation and specialty package development in conjunction with destination area activities such as cross-country skiing, trail-riding and bicycling.
3. Improve the B.C.R. train station to facilitate rail access to the area and to encourage the use of a B.C. Sports Train along the line.
4. Investigate the need for a package tour bus terminal at 100 Mile House as the most central road accessible community from which package tours can reach resorts within the South Cariboo and Interlake areas.
5. Develop shuttle services from the rail and bus stations to resort complexes in the vicinity of 100 Mile House.

6. Develop a Cariboo theme for signage and building facades in the core of 100 Mile House, especially along Highway 97, to create a strong image for the community and encourage pass-through traffic to stop.

6.4.1.3 Lac La Hache Resort Community

The unorganized community of Lac La Hache is a small but very tourist oriented centre on Highway 97. The lake itself, Lac La Hache, is a centre of activity for both modest summer resorts and a lively events program summer and winter. Because of its lake, more than other South Cariboo communities, Lac La Hache offers vacation accommodation and facilities and not just stopover accommodation. Sport fishing, boating, swimming, crosscountry skiing, dog sledding and ice fishing are all possible through intensive use of the lake. The Lac La Hache museum is also a local attraction which celebrates the Cariboo Wagon Road theme. However, as a small community, highly reliant on tourism, Lac La Hache requires special recognition and assistance to both support its resort function within the Four-Season Destination Area and to develop tourism into a year-round industry.

1. Recognize the resort community character of Lac La Hache through its designation as the "Resort Community of Lac La Hache".
2. Develop a local community plan to allocate future resort usage, to determine necessary services infrastructure and to prepare a design theme for the community, waterfront and area resorts in order to strengthen the image of the area.
3. Expand and upgrade area resort accommodation including the development of supporting recreational amenities such as golf, tennis or trail riding, and individual resort amenities such as swimming pools and saunas. Strengthen resorts so that year-round operation is possible.

4. Expand community food services and entertainment for area resort guests especially for those facilities close to or within the resort community.
5. Improve waterfront facilities including the beach area and change facilities, boat rentals, shoreline promenade and protected spectator facilities for summer and winter events (e.g. regatta, winter carnival). Such facilities should support area resorts and also encourage casual pass-through traffic use.
6. Improve the B.C.R. train station to encourage rail access on a regular basis to the resort community at all times of the year.
7. Institute a local shuttle bus service from the train station to area resorts.
8. Establish a fully serviced campground on the lake to accommodate touring and recreational vehicle traffic as well as bicycle tours.
9. Develop additional community events particularly in the spring and autumn such as a rodeo, fall fair, or autumn colour festival. The quality of events in the area is good and continued support is deserved for existing activities.
10. Encourage community accommodation and resorts to develop packages which tie in with the summer and winter trail network proposed for the Destination Area.
11. Develop a lake management plan for Lac La Hache which will sustain its recreational and resort capability.

6.4.1.4 Clinton Local Tourism Service Centre

Clinton, at the south extreme of the Region is the key road gateway into the Cariboo-Chilcotin Tourism Region and also a local service centre for Highway 97 traffic and area resorts west of Clinton and north to 70 Mile House. Tourism is only moderately

developed but is felt to be a significant opportunity for Clinton. As the southern terminus of the proposed ski and riding trail network, and as the Cariboo community most accessible by road from the Vancouver and Kamloops markets, small-scale high-quality four-season resorts reinforcing the destination area themes should have a place within the future of the whole destination area. As a possible rail interchange point with the B.C.R. and VIA rail, Clinton could also serve as an entry point for an extended rail network and the rail touring public.

The following development guidelines should be considered for this community:

1. Investigate cross-country ski opportunities in the vicinity of Clinton, including appropriate locations for the Destination Area trail network.
2. Provide ski rentals and teaching opportunities to facilitate ski touring commencing from Clinton; similarly, initiate trail riding operations on the area trail network with stable and corral facilities near Clinton.
3. Develop a tourist orientation centre of modest size with a central reservation system and audio-visual packages on area attractions to serve road and rail travellers entering the Cariboo-Chilcotin Tourism Region.
4. Upgrade the B.C.R. train station to encourage rail access to the Destination Area and to encourage travellers on the Trans-Canada Highway to the south to travel to the Cariboo for a day-rail return excursion. Develop parking areas and Trans-Canada signage to support this excursion activity.
5. Develop theme signage for Clinton to strengthen the community image and direct travellers to area and regional points of interest.
6. Support the community museum and other local efforts to develop the Cariboo Wagon Road theme (e.g. 47 Mile House).

7. Expand the range of eating facilities including the development of at least one facility capable of handling tour groups by bus or rail.

6.4.2 Interlake Regional Destination Area

The Interlake area which comprises the countryside around Bridge, Sheridan and Green Lakes and north to Canim Lake, is an area of small family resorts primarily based on fishing or guest ranching. It is also one of the major second home areas in the Region serving both the Kamloops and Greater Vancouver urban markets. Ranching is still strong but tourism is an important component of the area. Most existing resorts are modest and operate seasonally although outdoor recreational resources are good and could permit extended or year-round operation. As the resorts are predominantly family enterprises, assistance is required to make the transition. The area fulfills a significant tourism role of being a destination area for modest to medium priced vacations in a beautiful natural setting supported by water-based recreation.

1. Upgrade and expand existing resorts in order to retain their competitiveness.
2. Encourage the winterization and year-round operation of resorts.
3. Develop cross-country and horse riding trails to tie in with the South Cariboo Destination Area system.
4. Develop one or two medium quality winter resorts whose emphasis is to cater to snowmobiling groups (i.e. trails, maps, rentals of machines and suits, lunch shelters, signage).
5. Increase fisheries management programs in order to meet additional fishing demands on the area's lakes.
6. Undertake the preparation of specific area guidelines on resort and second home development especially for lakeshore property.

7. Continue to develop second home/recreational properties in selected areas in order to increase investment in the area and encourage year-round support services, (i.e. road clearance, food services).
8. Upgrade and expand boat access and facilities where necessary while guaranteeing public access to shoreline.
9. Develop medium priced package vacations especially oriented to the regional market using bus and B.C.R. rail access assisted by a shuttle bus service out of 100 Mile House.
10. Promote and improve the access into Wells Gray Provincial Park by way of 100 Mile House and Canim Lake.
11. Develop theme signage for the Destination Area.

6.4.3 Cariboo Gold Rush Regional Destination Area

Situated in the midst of the Quesnel to the Bowron Lakes area is one of the Province's showpieces, the restored town of Barkerville, the original site of all the Cariboo gold rush excitement of the 1860s. This historic park, the road into the area and sites along the road provide the focus for the Cariboo Gold Rush theme. The area also contains Bowron Lake Provincial Park, renowned for canoeing, and the small 1930 mining settlement of Wells, and the gateway city of Quesnel. Although there are several significant human and historic assets in the area and the basic resources for summer and winter outdoor recreation, much of the tourist usage is now simply as a day side trip, part of a longer holiday or as repeat visits by regional residents, especially those living between Williams Lake and Prince George. Many travellers on Highway 97 are not aware of the offerings of Highway 26, the Barkerville Corridor. Consequently, usage has tended to be summer only with few visitors prepared to stay overnight. As a result, the economic benefits which could accrue to residents of the area have not materialized and the historic park's attendance, outside of the peak

summer months, does not reflect the quality of its development. In particular, few tourism services are available because, without overnight and extended season/year-round markets, such services cannot be supported.

The resources of this area and the existing extensive provincial investment combined with the potential for local economic benefits indicate that the area should be developed as a regional destination area. As a destination area, facilities can be developed to extend visitors' length of stay, broaden the market and encourage repeat visits.

The following outlines a number of key considerations in the planning and development of the area:

1. Designate the area as a regional destination area with a gateway airport, a regional service centre, a local service centre, heritage and other attractions, a provincial park, outdoor recreation opportunities and accommodation and food services.
2. Expand and develop additional attractions within the area including the winterization of Barkerville Historic Park, heritage restoration of Wells, costumed period interpretation for Cottonwood House Historic Park, winter alpine skiing and summer amusements at Troll Resort.
3. Develop the outdoor recreation capabilities of the area for both destination use and day activities as a means of extending visitor length of stay. Activities could include: trail riding with one and two hour rides as well as day long and overnight trips; various walking and hiking trails, some of which are readily accessible from the highway; alpine and cross-country skiing and ski-touring; canoeing both within Bowron Park and on the river systems emanating from the Park and possibly, kayaking and sleigh rides. Trail systems and designated canoe routes, including portages, access and egress points will be required.

4. Develop a new shoulder and winter season stimulus in keeping with the Gold Rush theme. A fitting concept would be a period theme games-of-chance with supporting entertainment located either in Barkerville Historic Park or Wells. The precedent exists in the Yukon operation (Diamond Tooth Gertie's) in Dawson City which is run by the local Dawson City Visitors' Association. Revenues generated are funneled back into the community. Such an operation would not only broaden the visitor appeal but attract repeat and off-peak visitors, provide the rationale for historic building restoration, and provide the basis for a year round theatre company in the area.
5. Expand food and accommodation services in the area; in particular, develop facilities in both Quesnel and Wells to be able to serve bus tour groups. In keeping with the Gold Rush theme, moderate scale, theme-based, roofed accommodation should be built to handle bus tours given that an extended visitor season is to be developed. Similarly, a substantial increase in area accommodation would be warranted should all attractions, especially the games of chance facility, is to proceed.
6. Investigate the ability to develop the dead end road to Barkerville through to Highway 16. Such a link would be significant in opening the area to the Alberta market.

6.4.3.1 Quesnel Regional Tourism Service Centre/Regional Gateway

Located on the Fraser River, Quesnel is primarily a forest products community with a tourist service role. For its size, there is a significant supply of accommodation and food services mostly catering to the north-south touring traffic and commercial travellers. Other than the local museum, which is very well attended, the community boasts few tourism attractions, although some of its events are popular. Its special importance today is as the turn-off point for visitors to Barkerville. However, Quesnel does have a

good regional airport and air service, rail access, the Fraser River and its own role in the history of this part of the Cariboo-Chilcotin Tourism Region. Quesnel should be strengthened in its role as a tourism service centre and gateway for the Cariboo Gold Rush Destination Area and supported in the development of further attractions which will complement those developed elsewhere in the area. Multiple attractions are necessary to extend visitor length of stay.

1. Continue to upgrade roofed accommodation, food and fuel services and develop some additional campground facilities for the touring public.
2. Upgrade the B.C.R. train station to encourage rail access to the area from the Vancouver market and by way of Clinton as well as from Prince George and VIA rail east-west.
3. Create package trips which combine rail access with accommodation in Quesnel and a direct bus service east to Wells/Barkerville or Bowron Lake.
4. Develop a Fraser River paddle-wheeler replica circa 1880 to run boat excursions, initially down the Fraser to Soda Creek, and later between Quesnel and Prince George. Such an excursion could operate summer and autumn and would provide two different day trips suitable for individual and package travel. In particular, the Quesnel-Prince George run would provide an attraction that supports both communities and could be especially accommodated in rail package travel.
5. Establish a moderate sized tourist orientation centre with central reservation system and information packages directed primarily towards the Cariboo Gold Rush Regional Destination Area.
6. Create a theme signage system to direct the general public to area activities and to enhance the image of Quesnel.
7. Establish a family oriented recreational rafting operation on the Fraser River to Soda Creek. A terminal for access/egress and storage will be required in Quesnel.

8. Develop special integrated one or two-day Fraser River circle excursions which can be combined with mass mode transportation (bus or rail) or individual travel. Travellers based at either Quesnel or Soda Creek could raft down stream and then return upstream by paddle-wheelers.
9. Upgrade and enlarge the Quesnel Airport as traffic demands. Of special importance is the need to examine more direct scheduling and flights from Vancouver and from Edmonton. Shuttle buses to Quesnel and Wells accommodation as well as rental vehicles should be available.

6.4.3.2 Wells Local Tourism Service Centre/Heritage Attraction

The 1930s gold mining community of Wells has declined in size over the years to that of a small hamlet supported by logging and mining. Because it is very close to Barkerville Historic Park and essentially the only recognized settlement between Quesnel and the Bowron and Barkerville Parks, the opportunity exists for Wells to capitalize on these two attractions. Specifically, Wells has the ability to meet some of the needs of many of the visitors drawn by Barkerville. In addition, with its unique character, Wells could become an attraction itself and a base for outdoor recreation activities. This service role for Wells would extend the tourism dimension of its local economy and, as longer season attractions develop, so should the viability for year-round services in Wells increase.

1. Develop an Official Settlement Plan for the Wells area to provide the basis for controlled growth with particular consideration of tourism services and municipal infrastructure.
2. Support heritage conservation and restoration programs of buildings; where possible develop heritage structures for purposes which serve the community and tourist functions (i.e. restaurant, specialty accommodation, souvenir sales, information).

3. Develop a community theme and architectural style for new buildings which will strengthen the image and architectural interest of Wells.
4. Establish a bed-and-breakfast program to provide initial needs for roofed accommodation in the Barkerville area.
5. Expand roofed accommodation and food services to meet market demands in step with the winterization of Barkerville and the evolution of the "games-of-chance" attraction. Most accommodation should be medium quality to meet the touring public's needs including those travelling in packaged tours. Theme development in character with Wells would enhance its image.
6. Develop a fully serviced campground with sani-station to serve individuals, especially those travelling in recreational vehicles.
7. Improve water and sewer services as the community grows in order to maintain local environmental integrity.
8. Support the development of Wells as a year-round arts and crafts centre, particularly the Island Mountain School of Art and Local Artisans. Encourage the use of restored buildings as school, workshop and sales facilities.
9. Support the commercial operation of regional recreation activities including trail riding, canoeing, cross-country skiing, ski-touring, and snowmobiling in order to provide additional attractions and to extend the operating seasons. Wells could serve its own backcountry area, the Bowron Lake Park and associated river systems such as Bowron and Cariboo Rivers. Outfitting as well as guiding services should be available with Wells providing the base accommodation.
10. Develop a family hostel open year-round for recreational and sightseeing visitors especially those travelling by bicycle or using the bus/train/shuttle bus system.
11. Develop a shuttle bus between Wells and Barkerville Historic Park and the Visitor Centre/canoe departure area in Bowron Lake Park.

12. Encourage the range of events to expand especially for the fall.
13. Support the development of the hard-rock mining museum in Wells and tours related to modern day gold mining activities.

6.4.3.3 Barkerville Historic Park Attraction

Barkerville Historic Park was established by the Provincial Parks Branch in 1959 to exhibit the tremendous effect the Cariboo Gold Rush had on the development of the province. Over the years the community was restored/developed to preserve and present to the public significant elements of historic value related to the Gold Rush. The park has become the most significant tourism attraction in the Region with over 60 restored buildings and history-in-action type of programming. The park has yet to reach its optimum level of development and a master plan is being prepared to guide future management and development. There are a number of problems with the operation, most notably the short length of stay and lack of adequate food and accommodation, that must be resolved if the tourism attraction potential is to be attained and if full economic benefits to the Region are to be realized. The following guidelines are suggested for inclusion in the long-range planning program:

1. Continue the building stabilization and restoration program along with the upgrading of facilities and services to enable year-round operation of key elements and buildings within the complex.
2. Continue to expand the history-in-action programs with a variety of entertaining events that will increase visitor length of stay.
3. Encourage the development of fully serviced commercial campgrounds near the park and a bed-and-breakfast program in Wells in order to augment the limited accommodation base. The accommodation shortage is a major factor in limiting the visitors' length of stay in the vicinity of the park.

4. There is a need to extend the operating season of the historic park into the shoulder and winter seasons in order to make the much needed roofed accommodation (estimated requirement of 500 beds) economically viable. A new travel generator must be developed for the shoulder and winter seasons that is in keeping with the Gold Rush theme. It is suggested that period games-of-chance and entertainment in a controlled, high quality atmosphere have sufficiently strong market appeal. "Diamond Tooth Gertie's", a casino and dance hall in Dawson City replicating a Klondike Gold Rush operation might serve as an appropriate model.
5. Examine existing structures to see if an appropriate size and quality of building can be developed in Barkerville (an alternate location would be in Wells).
6. Institute a pilot project of a moderate scale. The market appeal should be tested in the shoulder season prior to making a commitment to support the construction of large scale roofed accommodation. Package and promote the attraction in Calgary, Edmonton and major centres in British Columbia to appeal to the weekend and week-long escape tourist markets flying in to Quesnel. The provision of an authentic, quality experience, good food and accommodation and professional service is essential to the development of this major attraction. The success of the venture will ensure the establishment of the Quesnel-Barkerville/Wells-Bowron corridor as a four-season destination area with a variety of complementary facilities, attractions and activities.

6.4.3.4 Bowron Lake Park

The chain of lakes within the Bowron Lake Park has provided an excellent opportunity for a circular canoe route that has gained an international reputation. The popularity of the route has created

periodic problems of crowding and means must be explored to disperse visitor use spatially and temporarily. The opportunities provided in the park and the recreation waterways should contribute to market awareness and appeal for the entire destination area.

1. Determine the biophysical carrying capacity of the Bowron Lake wilderness canoe circuit and develop management procedures to retain the quality of the experience.
2. Develop the backcountry recreational capability of surrounding lands for complementary types of activities, such as hiking trails along the Goat River and a system of canoe routes emanating from the Bowron Lakes, to expand the recreational capacity and range of experiences provided in the area (e.g., Cariboo-Quesnel and Bowron Lake canoe routes).
3. Expand the outfitting and lodge services adjacent to the park to meet broader market requirements for use within the periphery of the park.
4. Support the publishing of a recreational guidebook for the destination area that will describe historic sites, the gold panning area, trail systems (winter and summer), backcountry roads, four wheel drive roads, canoe routes, camping areas, etc. Circulate the guidebook widely to expand market awareness of the alternative opportunities available in the destination area. The increased traffic will serve to support the tourism role of Wells.
5. Designate and protect additional recreation waterways and canoe routes.

6.4.3.5 Bowron Lake and Cariboo-Quesnel Recreational Waterways

There are two natural environment rivers that flow out of Bowron Lake Park that have the capability to support interesting and challenging use by canoeists. They can serve to disperse use from the park landscapes.

1. Designate the Bowron River and the Cariboo-Quesnel Rivers as recreational waterways.
2. Prepare management plans to protect and enhance the recreational capability and landscape character along the routes.
3. Develop simple campsites, portages and access and egress points to facilitate use.
4. Include the canoe routes in promotional literature for the destination area and for Bowron Lake Park.

6.4.4 Quesnel/Horsefly Lakes Regional Destination Area

The large lake system with its scenic and rugged wilderness shoreline has considerable capability to attract public and resort lodge-based boating, fishing and shoreline use.

1. Develop a lake management plan that identifies the capability to support additional resort lodges and increased public use.
2. Establish balanced public-commercial recreation opportunities within the management plan that will enhance tourism.
3. Develop quality lodges for three or four season use based on boating, fishing (includes ice fishing), small game hunting and shoreline camping that will appeal to North American and international markets.
4. Develop further the public recreational opportunities for boating and camping on the lakes by providing launch ramps and simple shoreline campsites in a system of marine access parks.
5. Improve the access to the western part of the lakes from the Highway 26 corridor to increase recreational traffic volumes through the Cariboo Gold Rush destination area.

6.4.5 Fraser and Chilko-Chilcotin Wild and Scenic Rivers

The section of the Fraser downstream from Soda Creek to Yale flows through spectacular canyon and gorge scenery with very high capability for commercial rafting operations. Similarly the Chilko River from the outflow at Chilko Lake to the confluence with the Chilcotin River and further downstream to the confluence with the Fraser River offers virtually continuous white-water rafting/canoeing through semi-arid rugged canyon and valley landscapes. Several operators presently use these rivers and there is considerable opportunity for growth of this commercial activity for all market segments. The experiences and the landscapes are important parts of the market image of the Region and of the province as well. To protect these special resources the following recommendations are made:

1. Designate by provincial statute a River Management Program for the protection of historic, wilderness, wild and scenic rivers similar in principle to related American legislation.
2. Specifically within the Region, designate the portions of the Fraser, Chilko and Chilcotin Rivers described above as wild and scenic rivers. Investigate other rivers in the Region, such as the West Road for special designation as well.
3. Manage the rivers and their surrounding landscapes with special land use controls so that adjacent activities and developments do not detract from the river running experience.
4. Establish recreational and biophysical carrying capacities to ensure the continued use and appeal of the rivers for both commercial and public users.
5. Integrate the activity thematically with other developments along the river corridor e.g., Chilcotin Wilderness Park, the Junction Wildlife Management Area, Soda Creek and Lillooet rafting terminals.

6.4.5.1 Soda Creek Rafting/Paddlewheel Terminal

Soda Creek marks the historic head of navigation on the upper Fraser River. Downstream the river rolls through a series of rapids all the way to Yale while upstream the powerfully flowing current is much more placid. To take advantage of the tourism development possibilities the following points are suggested:

1. Establish Soda Creek in a dual role as the starting point for river running expeditions downstream and as the terminus for paddlewheeler excursions and recreational river rafting starting at Quesnel.
2. Develop appropriate docking and launch/haul-out facilities for rafts and the paddlewheeler.
3. Establish a commercial campground with serviced and unserviced sites to meet the needs of auto-based users of the river rides as well as pass-through traffic from Highway 97.
4. All facilities should be integrated architecturally and thematically with the Cariboo Wagon Road theme.

6.4.5.2 International Whitewater River Racing Championships

The Region's wild and scenic rivers are a resource of international calibre that, if more widely known, would contribute significantly to the image of the Region and of the province as a place to do exciting things. What is needed is a major, high profile, international event that will develop a broad market awareness of the Region and the spectacular nature of its resources. Such a project would be in keeping with the market orientation of the regional strategy and with the theme of the Region. It is proposed that:

1. International Whitewater River Racing Championships be held in the Region.

2. The event be promoted, organized and marketed by a joint public-private sector committee to include high profile, international media coverage.
3. Invite Canadian, United States, Swiss, East and West German, French, and Australian teams for a week long series of river running events down selected parts of the Chilko, Chilcotin and Fraser Rivers to finish at Lillooet.

The type of race events could include war canoes, one and two man kayaks in straight and slalom courses, paddled inflatable rafts and powered rafts.

6.4.6 Chilko/Taseko Lakes Outdoor Recreation Area

The south central area of the Region on the rainshadow side of the Coast Mountains and the transitional parts of the Chilcotin Plateau have been studied by several resource management agencies. All have noted the area's rugged scenic beauty and high capability for extensive types of recreation. The undisturbed nature of much of the terrain, wildlife values, archaeological values and wilderness recreational capability should be protected and managed to enhance tourism/recreation benefits. A variety of land uses presently exists from forestry, grazing, commercial lodges and hunting guide outfitters to areas of pristine wilderness. The present array of uses should be permitted, however, all should be managed to ensure the continuation of quality recreational experiences. Within the Outdoor Recreation Area the wilderness core of the area should become a Class A provincial park. The creation of the Outdoor Recreation Area and the Wilderness Park will contribute to the market awareness of the Region and will maintain spectacular and scenic natural resources for tourism and landscape protection objectives.

1. Designate the broad area from Tatlayoko Lake to Big Creek along the northeastern edge of the Coast Mountains as the

Chilko/Taseko Lakes Outdoor Recreation Area with the objective of managing the area to provide a variety of high quality public and commercial recreation activities in back-country and wilderness settings.

2. Divide the Recreation Area into three major zones to facilitate resource management and maintain the potential for commercial tourism development namely: the Chilcotin Wilderness Park Zone, the Tatlayoko Zone and the Cunningham Zone.
3. Prepare a management plan for each zone outlining areas of multiple resource use, commercial recreation opportunities and areas of operation, and those areas best suited for wilderness (roadless) recreation, important wildlife habitat and archaeological resources. Establish recreational carrying capacities for the various eco-systems within the zones.
4. Allow the continued operation of existing guide outfitters and commercial lodges subject to pertinent management guidelines. Investigate the potential for additional commercial operations such as trail riding outfitters and lodges in the Tatlayoko and Cunningham Zones and for heli-skiing in the Chilcotin Ranges.

6.4.6.1 Chilcotin Wilderness Park Zone

The Provincial Parks Branch has studied the area and found it worthy of Class A or wilderness park designation.

1. Establish the wilderness core of the area generally from the east shore of Chilko Lake to the eastern shore of the Taseko Lakes as the Chilcotin Wilderness Park.
2. Develop a comprehensive park master plan to include an extensive trail system for horses, hikers and skiers with a series of basic campsites and/or mountain shelters to enhance visitor use.

3. The primary management goal should be to provide for recreational use by individuals and commercially guided or outfitted groups who wish to enjoy extensive types of recreation e.g. trail riding, hiking, ski touring, fishing, wildlife viewing and photography, consistent with wilderness landscape protection.
4. As the park increases in popularity establish a permit system (equally divided among commercially guided and individuals) to ensure the quality of the wilderness experience.
5. Establish the Chilko Lake Lodge as a river rafting terminal to concentrate the two major types of commercial operations in a limited area and for mutual economic benefit. When the feasibility of heli-skiing has been established in the Chilcotin Ranges the lodge should also be used as a heli-ski base to extend the season of operation and to prevent the proliferation of buildings throughout the park.
6. Commercial development within the park should be strictly limited and access within the park should be restricted to foot, horseback and float plane/helicopter.

6.4.6.2 Tatlayoko Zone

This zone should be managed primarily for commercial recreational use as there are several existing operations and the wilderness values are not as great as those of the Chilcotin Park Zone.

1. Prepare a management plan to outline the opportunities and areas of operation for backcountry commercial recreation and lodges, and to establish carrying capacities for various eco-systems within the zone.
2. The primary management goal should be to provide for extensive recreational use by commercially guided and outfitted groups in a high quality natural environment using rustic lodges as base accommodation.

3. Develop a trail system for horses, hikers and skiers and a series of outcamps with a higher level of development than in the Wilderness Park.
4. Establish one or more of the lodges in Tatlayoko Lake as a year-round operation acting as a heli-ski base during the winter season as the market dictates.

6.4.6.3 Cunningham Zone

This will be managed as a multiple use zone. Although the wilderness, wildlife and backcountry recreation values are high, the area is also used for grazing, forestry and hunting guide outfitter purposes.

1. Prepare a management plan that will reconcile the various types of resource use. Management units should be established within the zone to facilitate optimum use of the resources with the highest capability.
2. Wherever possible, the management of the resources should provide for recreational use by individuals and commercially guided or outfitted groups who wish to enjoy the experience of lodges and backcountry recreation.
3. The management plan should identify further commercial recreation opportunities in order to provide additional economic benefits within the zone. In areas critical to commercial recreation operations, preference must be given to tourism/recreation values.
4. Vehicular use, especially four wheel drive, should be restricted to the resource roads and should not be permitted to proliferate as they cause significant environmental impact and degradation of the quality of the landscape.

6.4.7 Tweedsmuir Park

This is a long established Class A provincial park. Large areas of the northern part of the park in the neighbouring Yellowhead 16 Tourism Region have been compromised by hydro reservoirs, though the area within the Cariboo-Chilcotin Tourism Region retains a high quality wilderness character. Visitor services at present are minimal; there are two wilderness lodges and an outfitters camp within the park that contribute substantially to tourism use and enjoyment.

1. Protect the existing character of the park to retain the undisturbed nature of the landscapes, wildlife values, heritage values and wilderness recreation capability by the preparation of a master plan.
2. As tourism use of the Highway 20 corridor increases, develop a visitor services/interpretation centre at a suitable point in the park. This facility should have the capability to handle group tours.
3. Support the continued operation of the existing commercial lodges/camps. Only modest expansion or upgrading should be allowed in response to market requirements. It is important to retain the existing wilderness lodge character from both a marketing image and a resource protection point of view.
4. Develop park camping facilities as demand warrants. Develop the section of the MacKenzie Grease Trail that traverses the park.

6.4.8 MacKenzie Grease Heritage Trail

The overland track is important for both European exploration and native cultural themes. The trail has been designated by the federal and provincial governments with most development projects to be undertaken by the Provincial Parks Branch. Completion of the 400

kilometre trail will greatly increase the structured extensive recreational opportunities in the Region and will serve to increase market awareness.

1. Support the development of trails, camping and interpretive opportunities along this historic corridor.
2. Titetown Lake, accessible from Highway 97, is to be developed as a Class A park with camping, boat launch, day use and an interpretive centre as a focal point for the eastern end of the MacKenzie Grease Trail.
3. Another interpretive centre should be provided at or near Bella Coola, the western terminus of the trail. Displays should be guided and self-guiding and of a quality to interest tourists arriving by car or boat at Bella Coola. A section of trail should be developed for day-use visitors for hiking and trail riding.

6.4.9 The Junction Regional Wildlife Interpretive Attraction

This area is of national significance as it contains the largest herd of California bighorn sheep in Canada. The area also contains habitat for grizzly bear, mule deer, mountain lion and waterfowl. Situated at the confluence of the Fraser and Chilcotin Rivers, which have incised deep canyons into the surrounding plateau, the area presents a spectacular scenic setting. The Provincial Wildlife Branch has jurisdiction over the wildlife management area. Therefore, in order to adequately manage and develop the area the following recommendations are made:

1. Designate the Junction as a Provincial Wildlife Management and Interpretive Area to be controlled by the Wildlife Branch, perhaps in co-operation with appropriate federal agencies.
2. The goal should be to manage the natural resources to protect the biotic systems/populations and for complementary human interpretive uses.

3. Provide an interpretive centre with audio-visual displays, guided and self-guided tours with a system of walking or hiking and horse trails leading to viewing areas, platforms or blinds.
4. Access should be provided by road from Highway 97 and by water for those on river rafting expeditions. Vehicular movement within the Management Area should be strictly controlled to prevent habitat deterioration and disturbance of animals.

6.4.10 Highway 20 Local Tourism Service Centres

Considerable recreation traffic flows along the Williams Lake-Bella Coola corridor; the attractions are the unspoiled character of this part of the Region, the numerous rustic fishing lodges/camps and the access roads to backcountry recreation areas. As well as the regional service centres at the ends of the Highway, several local tourism service centres should be designated at key points along the route to provide for the needs of travellers in private vehicles and on the package adventure loop.

1. Tourism travel services are to be concentrated in well designed nodes to preserve the character of the area rather than have unsightly developments scattered haphazardly along the route. Create a Chilcotin theme for signage and building facades.
2. Based on their existing function and their location at strategic distances along the route, Tatla Lake, Anahim Lake and the Alexis Creek/Chilcotin junction area are designated as local service centres. Tatla Lake, situated at the halfway point of the highway, will be the primary local service centre. Anahim Lake should have road condition information posted for the Heckman Pass area through Tweedsmuir Park.
3. Upgrade accommodation and service facilities according to market demands. Developments are to be in keeping with the

character of the Region. In the medium to long term the ability to handle package tours may be required.

6.4.11 Bella Coola Regional Tourism Service Centre/Regional Gateway

Bella Coola is the main settled area within the Bella Coola Valley, situated west of the Coast Mountains but 130 km east of the open Pacific Ocean. Approximately 2,000 persons live in the Valley, of which a high proportion are Native Indian or of Norwegian descent. Surrounded by mountains, the area has limited access, and is served only by Highway 20, a gravel road from Williams Lake, 480 km to the east. The area is accessible by small airplane and the occasional freighter, but there is no regular ferry service. The area's economy is based on logging, fishing, government services and farming. While Bella Coola is renowned as the traditional home of the Bella Coola nation, tourism is not at all well developed, since there are few attractions and the accommodation sector serves mainly commercial travellers. However, because of the community's strategic location at the head of North Bentick arm, the development of a ferry service and the gradual improvement of Highway 20 will open the area up to more tourist travel, especially circle route travellers in the summer and fall. The community could also become a port of call for Canadian based B.C. fjord cruises. These activities will require Bella Coola to develop more tourist services and, because of its isolated location, take on a regional role. Most facilities will be in demand in the peak summer and shoulder seasons.

1. Develop additional roofed and unroofed accommodation to meet short term market requirements. Facilities should be directed towards the moderate to medium quality touring market and include fully serviced campgrounds. In addition, existing facilities should be better promoted.
2. Establish a visitor orientation centre with audio-visual packages illustrating the attractions within the Bella Coola area, along

Highway 20 and the remainder of the Region. The centre should be accessible to visitors arriving by boat and road.

3. Develop a British Columbia Ferry Corporation service to link, initially, Bella Bella and Bella Coola with an appropriate small car ferry. As the area develops, the route should be modified to provide a service from Port Hardy, possibly via Bella Bella to Bella Coola. A larger service would eventually permit bus tours to and through the Bella Coola Valley and the Chilcotin. Ferry schedules should be regular and a reservation system established to encourage full use. Ferry docks should be designed to eventually handle larger ferries.
4. Establish docking and terminal facilities for cruise ships on the Canadian fjord tours with Bella Coola as the highlight port of call.
5. Improve food, fuel and other support services as the ferry service develops, especially for bus tour groups, cruise ship visitors, and vacationers arriving by ferry or air.
6. Develop guided coastal tours based in Bella Coola; the tours should be packaged and be suitable for groups, including cruise ship visitors. Activities could include salmon fishing, cannery visits, sea life viewing or sea visits to the Alexander MacKenzie Historic Site. It is very important for the success of these tours that they operate on a regularly scheduled basis or be organized as part of a package prior to groups' arrival.
7. Investigate the development possibilities and special markets for the hot springs in the Bella Coola area. It may be possible for some springs to be moderately developed and incorporated into boat excursions.
8. Develop a shuttle bus to facilitate ferry, cruise ship and air travellers access to area attractions.
9. Monitor the needs for increased air traffic facilities.

10. Work with local residents, including the native population, to determine the appropriate scale and phasing of the tourism related services.
11. Support local events and encourage their promotion and development through visitor information and special packaging.

6.4.11.1 Bella Coola Regional Tourism Attractions

The Bella Coola area is rich in a number of themes which could provide the basis for attractions, events and activities to encourage travel by way of Bella Coola and increase the length of stay by visitors. Of great interest to the touring public would be the Bella Coola Indian heritage, widely recognized as one of the most highly developed of all west coast tribes. Should the Native Indians wish, quality presentations of their heritage including re-enactments of special events and celebrations could be the foundation for a regional tourism attraction. The area is also significant as the terminus of Alexander MacKenzie's famous travels across Canada, a dramatic exploit in the exploration era of Canada's history. In addition, there is the early Norwegian settlement of the Valley which could lend itself to interpretation as well as the history of the coastal "Union" steamships, once the only link with developed parts of the province.

1. Support local presentations of Native Indian culture in area museums and investigate with the local Indian bands the possibilities of skilled craftsmen illustrating their skills and presenting special celebrations based on traditional themes.
2. Establish a MacKenzie-Grease Trail interpretive centre as described in Section 6.4.8.
3. Investigate the ability to present local Norwegian settlement history using early buildings, artifacts, photographs and journals, complemented by an event derived from this heritage.

4. Develop near the waterfront area, a covered outdoor display of the Union Steamship history in relation to the port of Bella Coola. Further material could be available in the area museums.
5. Support the development of native artisans, their artifacts and appropriate sales outlets.

6.4.12 Travel Corridors

Travel through and within the Cariboo-Chilcotin Tourism Region is an important tourism and recreational activity as a result of the variety of scenic landscapes and the dispersed nature of most of the attractions. The existing transportation system of the Region offers major opportunities for tourist travel by a complete range of travel modes - air, rail, auto/bus, ship/ferry. The major mode is the highway and road system which is focussed on Highway 97 which parallels the Fraser River. The road network in the vicinity of Highway 97 is relatively dense due to the considerable degree of human settlement. Elsewhere in the Region the road network is rather meagre, consisting of 85 km of Highway 26, a short stretch of Highway 14 and 480 km of Highway 20, (mostly unpaved), the main link between the coast and the interior of the Region. The secondary road system is very limited as the distance from Highway 97 increases.

Marine corridors consist of the north-south ferry routes and the cruise ship routes. There is also an important passenger rail corridor through the Region where the B.C.R. main line parallels Highway 97 and the Fraser River. The air corridors are also quite substantial with regularly scheduled airline service to Williams Lake and Quesnel while small plane services provide important links to many small and isolated communities.

Several corridors are identified in Drawing No.5 with varying modes of transportation (road, rail, water, air), levels of significance (provincial, regional, backcountry), and purpose (touring, recreational, multi-purpose). A visual analysis is required of all significant surface routes to determine the landscape resources that require protection for their scenic qualities. Major travel corridors should incorporate design guidelines regarding access, wayside parks, signage and control of adjacent land uses. At present, directional information signage is rather poor or non-existent in many areas and a substantial upgrading program is required.

At various points throughout the Plan a number of special routes are discussed such as scenic drives, historic routes and back-country routes, many of them with distinctive theme elements. These are feasible because of the quality of the natural resources, the heritage features present within the Region and their accessibility from the main highways that act as a unifying factor. The designated scenic drives, travel corridors and circle tours should be marked by distinctive, themed signage.

6.4.12.1 B.C.R. Regional Rail Corridor

As part of the overall objective of increasing mass mode access to and within the Region, the consultants urge B.C.R. to dispense with its negative attitude and begin to upgrade its tourist/passenger capability because of the B.C.R.'s strategic links within the Region and to Vancouver and Prince George. Because of the long lead time associated with the acquisition of rolling stock, B.C.R. should initiate a planning and development program to meet the needs of a properly marketed tourist train operation and the anticipated demands of the Sport Train proposal. Short term proposals for upgrading passenger rail service are presented below:

1. Create a market awareness of the existing year-round passenger rail service especially for package tour operators.

2. Improve the appearance and facilities provided in train stations as well as other passenger services. The architectural style of the stations should be complementary to the Cariboo theme.
3. Develop a themed scenic rail trip linking Lac La Hache, 100 Mile House, Clinton, Lillooet, D'Arcy and Pemberton, where people can get on and off anywhere on the line to enjoy various tourism activities and attractions.
4. Develop a special scheme to attract auto and bus package tourists from the Trans-Canada Highway at Cache Creek to turn north to Clinton and take advantage of short rail excursions. These rail excursions could travel north or south then return the passengers to their cars.
5. Institute special activity/attraction train trips originating in Vancouver and Prince George, e.g. Rodeo Train to the Williams Lake Stampede, Ski Marathon Train to the Cariboo Cross-Country Ski Marathon.

6.4.12.2 B.C. Sports Train

The proposal, originating in Vancouver, should be developed in the medium term to serve the outdoor recreational/tourist market along the B.C.R. corridor to 100 Mile House and Quesnel, extending the service proposed for Lillooet in the Southwestern B.C. Regional Tourism Plan. Such a train would offer scheduled stops at strategic recreation nodes (e.g. Clinton, 70 Mile House, 100 Mile House, Lac La Hache, Soda Creek, etc.) for the outdoor adventure market with specialized equipment, e.g., cross-country skiers, fishing lodge guests, kayakers/canoeists, backcountry hikers, photographers. As a four-season sports train, the service would diminish the reliance on private vehicles and still cater to the independent adventure traveller.

1. Develop and market the B.C. Sports Train concept to extend service in the Region to various points of interest to tourists

and specialty market segments. In the medium term the terminus should be at 100 Mile House, with the extension of service to Quesnel and Prince George to take place in the longer term.

2. Use the Sports Train to transport tourists for vacations to the Interlake water-based resort area, the Cariboo guest ranch area, for Cariboo bicycling trips and to Cariboo cross-country ski resorts in the winter.
3. In the long term, develop the auto-train concept throughout the Region, especially for winter vacations.

6.4.12.3 Highway 97 Provincial Travel Corridor/Historic Route

Highway 97 extends through the Region and is part of a Provincial Travel Corridor stretching from Osoyoos to Fort St. John, the major north-south travel route in the interior of the province. The section between Clinton and Quesnel has particular importance to the Region as it provides many opportunities for landscape and historic interpretation related to the Cariboo Gold Rush.

1. Designate Highway 97 as a Provincial Travel Corridor and Historic Route with a definitive theme based on the Cariboo Wagon Road of the 1860s. Develop distinctive themed signage and, wherever possible, special design considerations should be implemented to protect landscape visual integrity; improve sightseeing, historic and landscape appreciation by means of pull-offs at posted vista points, picnic areas and historic/natural interpretation at specific nodes.
2. Develop a Cariboo Wagon Road Historic Tour pamphlet to interpret the variety of historic sites associated with the old Wagon Road and the pioneer development of the Cariboo Country, e.g. old roadhouse sites, remnant sections of the original wagon road and early cattle ranches.

3. All tourism service establishments along the highway should conform to the Cariboo architectural theme.
4. Examine the possibilities for long distance bicycle tours of the Cariboo. The terrain, the tourism amenities and attractions are well suited to bicycle touring, however, special highway shoulder design and construction will be necessary to safely accommodate this form of travel.

6.4.12.4 Highway 20 Regional Travel Corridor

This 480 km length of secondary highway, most of it unpaved, is very important to tourism in the Region as it allows auto access into the Chilcotin Country with its fish, wildlife, scenic resources and many lodges, and into Tweedsmuir Park and on to the Pacific coast at Bella Coola.

1. Designate Highway 20 as a Regional Travel Corridor with a definitive theme and signage based on the frontier character of the Chilcotin Country and the Coast Mountains.
2. Special efforts should be made to protect visual integrity of the landscape. Wherever possible, special design consideration should be implemented to improve viewing, historic and landscape appreciation; pull-offs at posted vista points and picnic areas, and historic/natural interpretation at specific nodes should be part of design implementation.
3. In the short term, improve the most difficult sections of the road through Tweedsmuir Park to permit the safe passage of camping vehicles and mini-buses on package tours.
4. In the medium and long term, continue the upgrading of the road especially the Heckman Pass - Firvale Section to accommodate increased bus traffic.
5. The Plan generally supports the findings of the TIDSA B.C. Hinterland Highway Service Nodes Study which suggests that the primary service nodes be located at Bella Coola and Tatla

Lake. It is also re-emphasized that tourism travel services are to be concentrated in well designed nodes rather than scattered haphazardly along the route. The sites suggested as capable of supporting secondary service nodes (Firvale and the Chilko-Chilcotin junction area) should not be developed until the longer term, when market demand warrants such development. Instead this Plan suggests that local tourism service centres be designated at Anahim Lake and in the vicinity of Alexis Creek in recognition of their existing function and strategic location.

6.4.12.5 Barkerville Road (Highway 26) Regional Travel Corridor

This paved highway is the main access from the Highway 97 provincial travel corridor to the tourism attraction of Barkerville Historic Park. As such it will have a strong role in the development of the Cariboo Gold Rush Tourism Destination Area. Unfortunately it is also a main log hauling road linking the forest operations in the area to the mills at Quesnel which creates problems with slower paced tourist traffic.

1. Designate Highway 26 as a Regional Travel Corridor with a theme based on the historic role as the road to the Barkerville gold fields.
2. Distinctively themed signage should be developed to complement the historic park developments along the road.
3. Strict architectural and commercial-signage control should be exercised over the entire corridor to prevent incompatible development.
4. The concept of nodal development is to be emphasized. Barkerville and Wells are to be major nodes with satellite development to take place at Cottonwood House Historic Park and at any other historic sites that are to be developed.

5. Visual integrity of the landscape should be protected and, whenever possible, special design considerations should be implemented to improve sightseeing, historic and landscape appreciation; pull-offs to posted historic/natural interpretation nodes should be incorporated into road improvements.
6. Resolution of the problems between dual use of the corridor for log hauling and tourism travel is required. Alternatives could include creating more 4-lane passing areas, limiting truck traffic during peak tourism travel periods, or developing an alternate corridor for the exclusive use of log hauling trucks.

6.1.12.6 Marine Corridors

The coastal portion of the Region with its numerous islands and long majestic fjords have considerable capability and appeal for tourist travel by ship. Fitzhugh Sound, Fisher and Seaforth Channels are presently on the route of cruise ships bound for Alaska and the B.C. vehicle ferry plying the waters between Port Hardy and Prince Rupert. Only the ferry stops in the area, putting in at Bella Bella and Ocean Falls. There is no vehicle ferry service to Bella Coola; the only link between the island communities and Bella Coola is by barge, charter boat and float plane.

6.4.12.7 B.C. Ferry Marine Corridor

It is suggested that the B.C. Ferries institute service using a small vehicle ferry similar to the ones that are used in the Gulf Islands. The service should be scheduled to connect with the Port Hardy - Prince Rupert ferry when it arrives at Bella Bella and Ocean Falls. Traffic and cargo volumes are likely insufficient for a large ferry and there are insufficient facilities and tourism services to handle large influxes of cars in Bella Coola. To generate additional revenue,

the ferry should offer mini-fjord cruises for tourists arriving by car or air in Bella Coola. As amenities expand and the town becomes better equipped to handle larger numbers of tourists, and with improvements to Highway 20, the main north-south ferry should then begin a regularly scheduled service. The small ferry service should be implemented in the short term in order to fulfill the needs of the Adventure Loop Tour discussed in Section 6.4.14.

6.4.12.8 Cruise Ship Marine Corridor

Because of the international exposure the province receives as a result of cruise ships using the Inside Passage, it is imperative that the visual and environmental quality of the coast be protected from damaging influences. A coastal zone management policy should be developed to deal with the issue.

In the medium term, an attraction centering on the West Coast Indian culture should be developed to induce the numerous cruise ships to stop for a day. To increase further the market image of British Columbia among the cruise ship passengers, an audio-visual tourism promotion package could be developed for use in ship's cinemas.

6.4.12.9 Bella Bella Cruise Ship Attraction

Bella Bella is a small Native Indian community on Campbell Island dependent on fishing and seafood processing. The location in the Inside Passage offers an opportunity to develop a high quality West Coast Indian cultural attraction that would cause the Alaska bound cruise ships to stop and disembark their passengers for a day of shore-based activities. A reconstruction of traditional plank long houses, totem poles, demonstration of handicraft skills and recreation of authentic Native Indian ceremonies and dances are ideas which should be examined along with the development of Indian

crafts for display and sale. Additional employment opportunities could be created by offering the more adventurous visitors two to four-hour native-guided, saltwater fishing trips or sea life viewing/photography trips to observe sea bird and sea lion rookeries and killer whales.

6.4.12.10 Canadian Fjord/Island Cruise Ship Tours

The current marketing boom in tourist cruises coupled with the outstanding coastal scenery and the international image of the west coast Native Indian culture offers a splendid opportunity to develop all-Canadian marine tours. The combination of natural scenic attractions and the West Coast Indian cultural features would enable competition with the Alaska cruises as the latter offer largely scenery. Literature and guides knowledgeable about both the natural and cultural aspects should also be on board. The potential itinerary would start from Vancouver or Victoria and include stops at Alert Bay, Bella Coola, Ocean Falls, Bella Bella, the Queen Charlotte Islands and Prince Rupert.

6.4.12.11 Air Corridors

Air travel is a significant means of tourist transportation into the Region from other centres, but more importantly within the Region, as there are large areas with very limited road access. As stated in Sections 6.4.1.2 and 6.4.3.1, the two regional airports at Williams Lake and Quesnel are to be expanded and direct flights to major centres are to be increased to meet the anticipated demands of growing fly-drive and packaged vacation travel. It is expected that the small aircraft services to the more remote communities and lodge/resort areas will also increase with individual and packaged group vacations and the growing recreational aircraft market in North America. Thus local airfields and landing strips will require attention to cope with increased traffic.

6.4.13 Fly-Drive Adventure Loop Tours

The excellent natural, historic and human resources of both the inland and coastal landscapes of the province provide commercial opportunities for organized loop tours capitalizing on the growing adventure tour markets.

1. A project should receive recognition which offers a packaged 14-day, fly-drive, adventure loop tour.
2. The project should be strongly marketed and promoted to North American and European markets.
3. The package would include a fully equipped van-chassis recreation vehicle (e.g. stove, cot, c.b. radio, utensils, fishing gear, etc.) and a planned and timed itinerary with all special events, trips, guides and experiences arranged beforehand.
4. Adventure elements would include a start from Vancouver to Powell River for scuba diving; across the Strait of Georgia on the Comox ferry to Port McNeill for a caving expedition; on to Port Hardy for saltwater fishing; on the Prince Rupert ferry to Bella Bella then the small car ferry to Bella Coola for Indian cultural events including a war canoe trip; along Highway 20 through Tweedsmuir Park with an interpretive hike; freshwater fishing at Anahim Lake; along Highway 20 through the Chilcotin Country to the Junction Wildlife Management Area; to 100 Mile House for trail riding; a backcountry road trip to Big Bar Creek on the Fraser River for a rafting trip down to Lillooet; on to Pemberton (Meager Creek Hot Springs); Whistler and return to Vancouver.
5. Variations to the itinerary could be added to promote repeat use.

6.4.14 Resource Management

The Region has an exceptional variety of fish and wildlife resources that attract large numbers of tourists to the area, especially from American and international markets, as well as being popular with regional and provincial markets. Increasing demands are putting pressure on the fish and wildlife populations while many of their important habitats are being altered because of resource extraction activities and haphazard residential/recreation land development. In many areas, populations are clearly threatened and increased management is required if they are to recover.

1. Greater consideration must be given to fish and wildlife management objectives by all other resource management agencies and in land use and development planning if these valuable resources are to retain their tourist attraction quality.
2. Support efforts of the regional Fish and Wildlife Branch. This is a necessity if the required management activities to enhance populations are to be carried out.
3. Continue integrated resource management planning throughout the Region which will bring about optimal utilization of the various natural resources and protection of landscape values.

6.5 Summary of Key Development Proposals

The following is a summary of the development proposals for the Cariboo-Chilcotin Tourism Region:

- Establish four regional destination areas, the first - Cariboo Gold Rush, based on the heritage attractions of Barkerville and Wells, the canoe route of Bowron Lake Park, and the extensive four-season recreation capability of the Barkerville-Bowron landscape. An 1860s themed entertainment/games-of-chance attraction should be developed to extend the season of

use and support the necessary increases in roofed accommodation. The second area is centred on the water-based resorts of the Interlake area; the third is based on the adjacent South Cariboo four-season ranch resort area around 100 Mile House and the fourth is located in the Quesnel/Horsefly Lakes area.

- Establish two major outdoor recreation areas; the first centred on a wilderness provincial park located around Chilko and Taseko Lakes; and the second is based on Tweedsmuir Park. Existing lodges are to remain and additional commercial outfitting opportunities are to be encouraged.
- Establish Williams Lake and Quesnel as the regional air gateways and Bella Coola as the regional gateway for the Pacific Coast portion of the Region.
- Regional tourism service centres are designated at Williams Lake, Quesnel and Bella Coola, supported by local tourism service centres at 100 Mile House, Clinton, Wells, Alexis Creek area, Tatla Lake and Anahim Lake.
- Upgrade tourism services such as food, fuel and accommodation in the service centres with specific attention to accommodating the needs of bus, train and package tour traffic.
- Designate the Lac La Hache area as a resort community.
- Designate Highway 97 as a Provincial Travel Corridor and an Historic Route using the Cariboo Wagon Road theme. Highways 20 and 26 are classed as regional travel corridors each with distinctive themes; the Chilcotin/Coast Mountain Country and the Barkerville Road respectively.
- Other designated travel routes are the B.C.R. corridor, a cruise ship marine corridor and the B.C. Ferry marine corridor.

- Continue the expansion of the existing resorts in the South Cariboo Destination Area, the upgrading of the Interlake Destination Area, the Chilcotin rustic lodges and support further development in the Quesnel/Horsefly Lakes resort area.
- Develop West Coast Indian cultural attractions at Bella Bella to capture Alaska-bound and Canadian fjord cruise ship traffic. Develop additional attractions at Bella Coola based on Indian, explorer, settlement and steamship themes.
- Designate the Fraser (downstream from Soda Creek), Chilko and Chilcotin as Wild and Scenic Rivers. Protect the river-scapes and manage the resource to provide high quality commercial rafting and kayaking opportunities.
- Develop the MacKenzie-Grease Heritage Trail, support facilities and interpretive centres.
- At Soda Creek develop a docking terminal for a paddlewheeler excursion running upstream to Quesnel and rafting expeditions running downstream to Lillooet.
- Establish a Provincial Wildlife Management Area at "the Junction" with high quality interpretive and viewing facilities.
- Continue to improve and expand rail service into and within the Region with one-day excursions run from Clinton, the B.C. Sports Train concept and the implementation of an auto-train concept in the longer term.
- Continue to develop and market a variety of mass-mode package tours that will meet the needs of general travelling vacationers, for specialty vacations (lakeside resorts, cross-country ski resorts, ranch resorts) and for adventure vacations (river-rafting, backcountry recreation).
- Establish a fly/drive adventure loop route package tour originating from Vancouver to such centres as Powell River, Port Hardy, Bella Coola, Anahim Lake, Williams Lake, Lillooet, with fully equipped recreational vehicles and a fully planned and scheduled itinerary.

- Develop a variety of themes suited to the activities, history and experiences provided in each area that will present a distinct image and a strong market identity that can be promoted to the travelling public.
- Continue to capitalize on the prominence of the various heritage resources of the Region such as the Cariboo Gold Rush Theme by incorporating elements in the Highway 97 route, Highway 26, the service centres/road houses, the ghost towns and by expanding the types of attractions at Barkerville Historic Park and Wells, and the West Coast Indian theme in Bella Coola and Bella Bella.

APPENDIX 1

TECHNICAL TERMS AND DEFINITIONS

In the following, several tourism related technical terms are identified and defined in terms of their usage in this tourism development plan. The definitions are based on both their current use in the literature and general tourism planning, and their particular application to the industry in British Columbia.

1. Tourism

The travel, activities and services used by any British Columbia resident beyond a 40 km (25 miles) radius from home for the purpose of personal enjoyment. Also, the travel, activities and services used by non-residents who enter the province for any reason other than work. It is recognized that elements of tourism are often involved when people travel for business purposes.

2. Tourist

Any British Columbia resident travelling in excess of 40 km (25 miles) from his/her home for any purpose other than commuting to work and any non-resident who enters British Columbia for any purpose other than work.

3. Tourism Destination Area

A distinct geographic area containing one or more tourism destination resorts integrated into a network of supporting facilities, attractions and events reflecting, through developments and programs, one or more of the area's dominant historic or natural themes. The developments and programs may be oriented to one or more major seasons and may attract a broad range of market segments depending upon the quality and quantity of tourism amenities available.

4. Provincial Tourism Destination Area

In an international and national context, the entire Province of British Columbia can be defined as a tourism destination area. However, in the context of the Provincial Tourism Development Strategy, it refers to a nationally and internationally recognized geographic area that offers a (virtually) complete range of facilities, attractions, activities and events during all four seasons of the year that will attract tourists from all market segments who spend the major part, and frequently all, of their vacation trip within this area. It is accessible by all major transportation modes and several travel corridors. At present, only Vancouver and Victoria qualify for this status; however, other areas of the province will be planned to attain this status.

5. Regional Destination Area

This is a distinct geographic area which offers a sufficiently wide range of facilities, attractions, activities and events during one or two main tourism seasons that will attract provincial and regional market segments (and adjacent U.S. and Alberta visitors) who spend the major part or all of their vacation trip within this particular area. Examples of such regional destination areas are the Okanagan Valley, the Columbia/Windermere Lakes area and Fernie/Crowsnest Pass area.

6. Outdoor Recreation Area

This is a large identifiable geographical area with a broad range of landforms, water features and vegetation associations whose primary management purpose is to provide opportunities for extensive land and water-based recreation for the public and the clientele of commercial outdoor recreation outfitters.

7. Four Season Tourism Destination Area

A distinct geographic area containing an integrated network of tourism destination resorts and supporting tourism developments offering a wide range of facilities, attractions, activities and events on a year round basis, reflecting through either the developments or programs the area's dominant, historic and natural themes. Accessible by major transportation modes along several travel corridors, the area attracts a broad range of international, provincial and/or regional market segments.

In a four-season tourism destination area, the tourism industry is the primary employer and the major source of income for the residents of the area, and there is a strong commitment by the local residents and the relevant municipal governments to stimulate the growth and development of the tourism industry.

8. Provincial Tourism Service Centre

A community offering a complete range of services to the tourist on a 24 hour basis including a variety of types and qualities of accommodation facilities, food, beverage and night entertainment, grocery and other retail facilities, gasoline and automobile service facilities, health care, banking facilities, a regional tourism information centre and other related facilities. Victoria and Vancouver are examples of two provincial tourism service centres.

9. Regional Tourism Service Centre

A community offering many services to the tourist but with a somewhat limited variety of types and qualities of accommodation facilities, food, beverage and night entertainment facilities, grocery and other retail facilities, gasoline and automobile service facilities, banking facilities, a regional tourism information centre and other related facilities. Examples of such centres include Cranbrook, Kelowna and Prince George.

10. Local Service Centre

A community offering a limited range of essential services to the tourist including accommodation facilities, food and beverage facilities, grocery and other retail facilities, gasoline and automobile service facilities, banking facilities, a local information centre and other related facilities, e.g. Revelstoke, Campbell River, Kimberley and Fernie.

11. International Gateway Centre

A population centre where overseas tourists enter Canada to commence their visit. Such a gateway offers either an international airport or port facility, a complete range of tourism services and accommodation, and has access via a variety of transportation modes and corridors to all parts of the province. Examples are Vancouver, Seattle, Calgary and Edmonton.

12. Provincial Gateway Centre

A population centre where Canadian or U.S. visitors enter the province to commence their visit. Such a gateway allows entry by air, ship, rail or major highway, offers a broad range of tourism services and accommodations, and has access via a variety of travel modes and corridors to all parts of the province. Examples include Victoria and Prince Rupert.

13. Regional Gateway Centre

A population centre on a provincial or regional travel corridor where tourists commence their visit to a region. Such a gateway allows entry by air, rail, port or highway, offers a considerable range of tourism services and accommodation and has access via several travel modes and routes to most of the Region. For example, Kimberley/Cranbrook and Nanaimo.

14. Provincial Travel Corridor

A well travelled, distinct linear route linking international or provincial gateways with provincial or regional service centres and tourism destination areas. The major type of corridor of this type is the highway link between Calgary and Vancouver. Planning and development along these corridors would be subject to special planning and design.

15. Regional Travel Corridor

A paved or unpaved route linking destination areas and natural or historic attractions with local or regional service centres and areas that are of regional significance. Examples might include the Highway 1/2/3A link between Vancouver and the Okanagan Valley, the portion of the Crowsnest Highway 3 linking Lethbridge and Fernie.

16. Scenic Drive/Historic Route/Ecotour

A paved or unpaved route or trail that brings the traveller into contact with landscapes, natural features, historic sites or monuments of significance to the heritage of the province or the region. An itinerary may be prepared for tourists on a group mode or other basis. Such tours, etc., can take a day or longer to complete.

17. Recreational Waterway

A river-lake-ocean corridor having a high capability for various types of motorized and non-motorized boating and associated recreational activities.

18. Historic Waterway

A river-lake-ocean corridor that played a significant role in the exploration, trade and settlement of the province, is navigable by non-motorized and/or motorized pleasure craft and has inherent

capability for historical interpretation and associated recreational activities.

19. Wild and Scenic River

A river in a setting of outstanding natural beauty. There must be rapids and white water. Both non-motorized and motorized river travel is permissible.

20. Tourism Destination Resorts

An establishment offering in one complex under single management, a reasonable range of man-made and/or natural recreational amenities and facilities support by accommodation, food and beverage services.

a) Summer Resorts: Water or land-oriented facility complexes providing natural and/or man-made recreational amenities and activities for overnight or long-stay visitors during the summer, with possible extensions into spring and fall shoulder seasons.

b) Winter Resorts: Primarily a land-oriented facility complex offering a variety of natural or man-made recreational amenities and activities for overnight or long-stay visitors during the winter season.

c) Alpine Ski Area: A commercially operated winter recreation area primarily focussed on the provision of downhill skiing opportunities with a variety of lifts, tows, skiable terrain and with base facilities. Limited on-hill commercial accommodation is available.

- d) Year-Round Resorts: A water and land-oriented facility complex offering a wide variety of natural or man-made recreational amenities and activities for overnight and long-stay visitors during the entire year.

21. Tourism Attraction

A physical feature of outstanding interest which can be either natural (e.g. Takakaw Falls) or man-made (Fort St. James). There may or may not be facilities constructed to enable fuller enjoyment by visitors, e.g. Harrison Hot Springs Resort vs Kwadacha Wilderness Park. The attraction may be of international, national, provincial, regional or local significance depending on its ability to attract tourists from those market segments.

22. Tourism Event/Festival

A transitory man-made occurrence, celebration or activity of considerable interest and notability that is usually (but not always) held on an annual basis, e.g., rodeo, folk festivals, ski races. They can be of international, national, provincial, regional or local significance depending on the markets that are attracted (competitors/spectators).

23. Tourism Facility

An establishment whose primary purpose is to offer a particular service or recreation activity opportunity to the tourist. Services may include accommodation, food, beverage or automotive services, while recreation activity opportunities can range from ski developments to tennis courts, from a marina to an information centre.

24. National Park

Part of a system of outstanding and representative natural areas of Canadian significance administered by Parks Canada. The purpose is to provide opportunities for public understanding, appreciation and enjoyment of the natural heritage so as to leave it unimpaired for future generations. There are five national parks in British Columbia at the present time.

25. Provincial Park

Part of a system of outstanding and representative natural areas with a high recreational capability of national, provincial and regional significance administered by the Ministry of Lands, Parks and Housing, Parks Branch. There is a classification system of six types whereby parks are managed for various intensities of recreational use on a continuous basis ranging from those primarily intended for preservation of undeveloped natural systems and low intensity recreation to those developed to accommodate intensive recreation activities, for example, beaches, boat launching areas, campgrounds, etc.

26. Historic Park

An area containing outstanding heritage resources associated with persons, places and events of historic significance. Means are developed to enable public understanding, appreciation and enjoyment in a manner that leaves the resources unimpaired for future generations. These parks can be administered by the province or Parks Canada.

27. Marine Park

Coastal areas with high shoreline recreation and boating capability developed by the Provincial Parks Branch. They are developed to provide essential facilities for the enjoyment of the boating public while striving to maintain the attractiveness and integrity of the natural surroundings. Inland lakes/reservoirs are also included in this program.

28. Wilderness Parks or Conservancies/Reserves/Nature Conservancies
- A pristine roadless tract in which natural processes and ecological communities are preserved. Extensive, low impact recreational uses are permitted, however, no exploitation or development is permitted except as may be necessary for the preservation of natural processes.
29. International Market
- Residents of an overseas country having a propensity to travel to British Columbia (partially or entirely for personal enjoyment).
30. U. S. Market
- Residents of the United States of America having a propensity to travel to British Columbia.
31. Canadian Market
- Residents of the Canadian provinces and territories other than British Columbia having a propensity to travel to British Columbia.
32. Provincial Market
- Residents of British Columbia having a propensity to travel in British Columbia.
33. Regional Market
- Residents of regions within British Columbia having a propensity to travel within the confines of that region for the purpose of personal enjoyment.
34. Local Market
- Local residents having a propensity to use nearby (one-half to one hour driving time) tourism and recreation developments for the purpose of personal enjoyment.

APPENDIX 2

THE INTERNATIONAL RIVER CLASSIFICATION

The following interpretation of the International River Classification is made by Canoe Sport British Columbia.

Grade 1

Easy. Waves small and regular; passages clear; occasional sand banks and artificial difficulties like bridge piers. Suitable for novices in closed canoes, kayaks and open Canadian canoes.

Grade 2

Quite easy. Rapids of medium difficulty; passages clear and wide. Occasional boulders in stream. Suitable for intermediate paddlers in closed canoes, kayaks and open Canadian canoes.

Grade 3

Medium difficulty. Waves numerous, high, irregular. Rocks and narrow (clear) passages. Considerable experience in manoeuvring required. Advance scouting usually needed. Canoes will ship water, and unless equipped with spray covers, will require frequent emptying. Kayaks must be equipped with spray covers. Suitable for experienced paddlers in closed canoes and kayaks, and expert paddlers in open Canadian canoes.

Grade 4

Difficult. Long rapids, powerful irregular waves; dangerous rocks, boiling eddies; passages difficult to reconnoitre; advance scouting mandatory; powerful and precise manoeuvring required. Spray decks mandatory. Suitable for expert closed canoes and kayaks only. Not suitable for open Canadian canoes.

Grade 5

Very difficult. Extremely demanding long and very violent rapids, following each other almost without interruption. River bed extremely obstructed; big drops; very steep gradient; advance scouting mandatory and usually difficult due to nature of terrain. Suitable for expert paddlers only in closed canoes and kayaks with specific whitewater training under expert leadership. Not suitable for open Canadian canoes.

Grade 6

Extraordinarily difficult. The difficulties of Grade 5 carried to extremes. Nearly impossible and very dangerous. Suitable for teams of expert paddlers only in closed boats at favourable water levels and after careful study, with fully trained and experienced rescue team in position. Not suitable for open Canadian canoes.

APPENDIX 3

TOURISM EVENTS AND ATTRACTIONS

The following outlines in a systematic manner the major natural and man-made features and events that affect the development and growth of tourism in the Cariboo-Chilcotin Region. In many instances the data regarding attendance at certain events is limited and only approximations by knowledgeable individuals from the local centres could be obtained. The Appendix provides a comprehensive review of the seasonality of events and attractions, their location, attendance where possible, and significance of the feature.

1. Events	A14
2. Natural Features	A19
3. Man-Made Features	A25

TOURISM EVENTS - CARIBOO-CHILCOTIN TOURISM REGION - 1980

Landscape Unit	Name of Event	Location	Type of Event	Season	Class of Event					Attendance ²⁾ / Length of Event (Days)	Key #
					International	National	Provincial	Regional	Local		
Fitzhugh Lowland	-	-	---	-	-	-	-	-	-	---	
Dean/Kitimat Ranges	-	-	---	-	-	-	-	-	-	---	
Bella Coola / Pacific Ranges	Victoria Day Celebration	Bella Coola	Holiday celebration with a queen contest, dance & sports	May					0	1	
	Fireman's Mothers' Day Barbeque	Bella Coola	Mothers' Day celebration	May					0	1	
	Canada Day Celebration	Bella Coola	Community picnic & sports	July					0	1	
	Mackenzie Day Celebration	Bella Coola	Holiday celebration with a softball tournament, B.B.Q., and dance	August					0	1	
	Bella Coola Fall Fair	Bella Coola	Fall fair featuring a midway, dance, queen contest, parade, homebaking, produce & live-stock exhibition, loggers' sports & softball exhibition	August / September				0		3	
Niut/Chilcotin Ranges	-	-	---	-	-	-	-	-	-	---	
Tweedsmuir Plateau	-	-	---	-	-	-	-	-	-	---	
Chilcotin Plateau	Anahim Lake Stampede	Anahim Lake	Rodeo	July				0		3	
West Fraser Plateau	-	-	---	-	-	-	-	-	-	---	
Fraser Basin	Annual Quesnel Gold Rush Dogsled Race	Quesnel	Winter festival featuring dogsled races & trapper sports	January				0		2	
	B.C. Highschool Curling Championships	Quesnel	Highschool student curling spiel	Jan/Feb					0	3	

TOURISM EVENTS - CARIBOO-CHILCOTIN TOURISM REGION - 1980 (CONT)									
Landscape Unit	Name of Event	Location	Type of Event	Season	Class of Event				Attendance ²⁾ / Length of Event (Days)
					Inter-national	National	Provincial	Regional	Local
	Band Jamboree Week	Williams Lake	Music festival	March					•
	Cariboo Wheelers Spring Square Dance	Quesnel	Square dance festival	April					•
	Toastmistress Club Annual Speech Contest	Quesnel	Ladies' public speaking/speech contest	April					•
	Annual Arts & Crafts Sale	Quesnel	Handcrafts sale	May					•
	Trade Fair	Williams Lake	Trade show	May					•
	Chilcotin Golf Tournament	Williams Lake	Golf tournament	May					•
	Maple Leaf Open Golf Tournament	Williams Lake	Golf tournament	May					•
	Trail Riders Gymkhana	Williams Lake	Horse show	May					•
	Elks' May Day	Quesnel	May Day celebration with sports events and a fun day for children	May					•
	Quesnel Logger Sports Day	Quesnel	Logger sports featuring log burling, axe throwing, choker setting & tree-felling	May				•	
	Old Time Fiddlers Contest	Quesnel	Musical competition	June				•	
	Williams Lake Stampede	Williams Lake	Annual rodeo featuring traditional rodeo events, plus a pancake breakfast, parade, arts & crafts show, sports tournaments, entertainment and ethnic folkfest	June / July			•		4
	Billy Barker Days	Quesnel	Gold rush days celebration with a parade, raft races, gold panning, rodeo and art exhibits	July			•		4

TOURISM EVENTS - CARIBOO-CHILCOTIN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of 1) Event	Location	Type of Event	Season	Class of Event					Attendance ²⁾ / Length of Event (Days)
					Inter-national	National	Provincial	Regional	Local	
Camsfoot Range / Fraser Gorge	Arts & Crafts Sale	Quesnel	Handicrafts sale	July					•	
	4 x 4 Rally	Quesnel	4-wheel drive vehicle rally	July					•	
	Horse Show	Quesnel	Horse show	August					•	
	Annual Kinsmen's Great Inner Tube Race	Williams Lake	Inner tube race	August			•			
	CHSA Fall Horse Show	Williams Lake	Horse show	September			•			
	Cariboo Open Golf Tournament	Williams Lake	Golf tournament	September			•			
	Interior Rodeo Association Finals	Williams Lake	Rodeo	September			•			3
	Cariboo Fall Fair	Williams Lake	Country-style fair featuring produce, home-baked goods, handicrafts, livestock exhibition	September			•			2
	Ice Carnival	Clinton	Winter festival	February					•	
	Clinton May Ball & Rodeo	Clinton	Annual rodeo and dance	May			•			
Cariboo Plateau	Clinton Gymkhana	Clinton	Horse show	August					•	
	Non-status Rodeo	Clinton	Rodeo (non-professional)	August					•	
	Klondike Night	Clinton	Gold rush days celebration	October					•	1
	Annual Cariboo Cross-country Ski Marathon	100 Mile House	50 km. cross-country ski race between Lac La Hache and 100 Mile House	January			•			1
	Provincial Snow-mobile Race	100 Mile House	Winter sporting event	January				•		

TOURISM EVENTS - CARIBOO-CHILCOTIN TOURISM REGION - 1980 (CONT)									
Landscape Unit	Name of 1) Event	Location	Type of Event	Season	Class of Event				Key #
					Inter-national	National	Provincial	Regional	
	Annual Lac La Hache Winter Carnival	Lac La Hache	Winter festival featuring a parade, fireworks, snowshoe races, snowmobiling, trap shooting, figure skating exhibition & outhouse races	February					3
	Figure Skating Club Ice Carnival	100 Mile House	Ice skating show	March					
	Curling Club Ladies Bonspiel	100 Mile House	Ladies curling spiel	March					
	Little Britches & Highschool Rodeo	100 Mile House	Children's & teen's rodeo	May					
	Flea Market	Lone Butte	Flea Market	May					
	Square Dance Jamboree	Lac La Hache	Square dance festival	June					
	South Cariboo Square Dance Jamboree	100 Mile House	Square dance festival	June					
	Championship Cutting Horse Show	100 Mile House	Special event horse show	June					
	Cariboo Regatta	Lac La Hache	Summer regatta with canoe races, water ski competition, parade, live theatre and loggers' sports	July					
	Cariboo Gymkhana & Little Britches Rodeo	100 Mile House	Horse show & youths' rodeo	August					
	108 Horse Show	108 Mile Ranch	Horse show	August					
	Fly-In	100 Mile House	Private aircraft flyers rendezvous	September					
	100 Mile House Fall Fair	100 Mile House	Fall fair with produce, live stock, homebaking, crafts, & Bavarian Night	September					

TOURISM EVENTS - CARIBOO-CHILCOTIN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Event	Location	Type of Event	Season	Class of Event				Attendance ²⁾ / Length of Event (Days)
					International	National	Provincial	Regional	
	Cariboo Open Golf Tournament	100 Mile House	Golf tournament	October				0	
Quesnel Highland	Likely Sports Day	Likely	Loggers' sports featuring chopping, climbing, sawing, and log rolling	July				0	2
	Lowry's Fishing Derby	Quesnel Lake	Sports fishing derby	August				0	
Barkerville / Bowron	Annual Snowball Tournament	Wells	Winter Softball tournament	March				0	2
	Annual Wells Winter Carnival	Wells	Winter festival with downhill & cross-country skiing, snowmobile races, childrens' races, & a dance	March				0	1
	Curling Bonspiel	Wells	Curling bonspiel	March				0	
	Wells Gold Rush	Wells	Gold rush days celebration with a casino & cabaret	August				0	1
	Annual Art Show	Wells	Annual fine arts exhibit at the Island Mtn. School of Arts	August				0	

FOOTNOTES:

- 1) Sources:
 - Funfest'80, Ministry of Tourism
 - Calendar of Events: Spring/Summer 1980, Ministry of Tourism
 - Calendar of Events: Fall/Winter 1979/80, Ministry of Tourism and Small Business
 - Accommodation and Campground Directory, 1980, Ministry of Tourism
 - Cariboo-Chilcotin brochures
- 2) Cariboo Tourist Association, July 1980

TOURISM ATTRACTIONS - NATURAL FEATURES - CARIBOO-CHILCOTIN TOURISM REGION - 1980											
Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
Fitzhugh Lowland	Coastal landscape	Fitzhugh Lowland	Typical north Pacific coast with a mountainous shoreline; numerous fjords and islands; boating; fishing; scuba diving; viewing the landscape and marine mammals	Year round						●	Not applicable
Dean/Kitimat Ranges	-	-	---	-	-	-	-	-	-	-	---
Bella Coola / Pacific Ranges	Mt. Waddington	120 km. s. o/ Anahim Lake	4016 m. peak, second highest in the province and highest in the Coast Mtns.; features a major glacier system; access by air or foot; mountaineering; viewing; geological features	Summer		●					
	Sport Fishing	Bella Coola Area	Sport fishing for both fresh and saltwater species; boating; viewing							●	Not applicable
Niut / Chilcotin Ranges	Chilko Lake Rockhounding	175 km. s.w. of Williams Lake West side of Chilko Lake	Wilderness lake for sports fishing Rockhounding for petrified wood	Summer & Fall Spring to Fall		●		●			Not applicable Not applicable
Tweedsmuir Plateau	Tweedsmuir Provincial Park (South)	400 km. west of Williams Lake	539,891 ha. wilderness park featuring high peaks, glaciers, alpine areas, lakes, streams, & wildlife; hiking & backpacking, wilderness camping, viewing, fishing	Summer				●			1979 = 1,322 party nights
Chilcotin Plateau	Whitewater Rafting	Chilko/Chilcotin Rivers	Raft trips down the major Chilko/Chilcotin River system through a scenic landscape; fishing; viewing; wilderness camping	Summer	●						Six river raft operations - avg. 250 people/year/rafting operation

TOURISM ATTRACTIONS - NATURAL FEATURES - CARIBOO-CHILCOTIN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
West Fraser Plateau	Sports Fishing	Chilcotin Plateau	Sports fishing in numerous lakes & streams for trout, Dolly Varden, & salmon in season	Spring to Fall				●		Not applicable	
	Spawning Grounds	Head of the Chilko River	A major salmon spawning ground; viewing, hiking	Spring to Fall					●	Not applicable	
	Mackenzie - Grease Trail	Titatown Lake north of Nazko	400 km. backpacking trail starting near Blackwater, passing through Tweedsmuir Prov. Park, & ending at Firvale, 35 km. n.e. of Bella Coola; the trail follows the route of Mackenzie's historic voyage in 1793 to the Pacific Ocean; long-distance wilderness backpacking and camping; viewing; historical interest				●			Under development	
Fraser Basin	Nazko/Blackwater Area	West of Quesnel	A remote wilderness area for hiking, fishing, whitewater rafting, hunting, viewing	Spring to Fall					●	Not applicable	
	Scout Island Ecological Conservancy	Williams Lake	Outdoor education centre focusing on the wetlands ecosystem; viewing; hiking	Year round					●		
	Ski Area	19 km. north of Williams Lake	Small downhill ski area	Winter					●		
	The Pinnacles	8 km. west of Quesnel	Spire-like rock formations or "hoodoos"; protected by the creation of 128 ha. Pinnacles Provincial Park; viewing; hiking; geological feature	Year round especially Summer				●		Not applicable	
	Gibraltar Mine	61 km. north of Williams Lake (near McLeese Lake)	Open pit copper mine; tours by appt.; viewing; touring; geological feature	Year round especially Summer					●		

TOURISM ATTRACTIONS - NATURAL FEATURES - CARIBOO-CHILCOTIN TOURISM REGION - 1980 (CONT)											
Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Rockhounding	4 km. east of Williams Lake	Rockhounding for mariposite	Spring to Fall				●		Not applicable	
	Rockhounding	Quesnel Area	Rockhounding for amber & gold	Spring to Fall				●		Not applicable	
	Rockhounding	Nazko	Rockhounding for jasper	Spring to Fall				●		Not applicable	
Camelsfoot Range / Fraser Gorge	Rockhounding	Empire Valley (s. of Gang Ranch)	Rockhounding for agate, opal perlite, & thunderegg	Spring to Fall				●		Not applicable	
	Rockhounding	15 km. e. of Riske Creek(22 km. s.w. of Williams Lake)	Rockhounding mainly for Jasper & rhodonite, & to lesser extent for thulite & chert	Spring to Fall				●		Not applicable	
	Junction Wildlife Management Area	45 km. s.w. of Williams Lake off Hwy. 20	A protection area for the northernmost herd of California bighorn sheep which inhabit the land at the junction of the Fraser and Chilcotin Rivers; viewing & hiking	Year round				●		Not applicable	
	Farwell Canyon	45 km. s.w. of Williams Lake off Hwy. 20	A magnificent badland formation or gorge in the Chilcotin River Canyon; viewing, hiking nearby	Year round especially Summer					●	Not applicable	
Cariboo Plateau	The Chasm	16 km. n.e. of Clinton	A natural, multicolour chasm in the lava beds; protected by the creation of the 141 ha. Chasm Prov. Park; viewing;hiking; geological features	Year round especially Summer				●		Not available	
	Walker Valley Waterfowl Range	108 Ranch	A nesting & breeding area for migratory waterfowl developed by Ducks Unlimited	Spring to Fall				●		Not applicable	

TOURISM ATTRACTIONS - NATURAL FEATURES - CARIBOO-CHILCOTIN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Cariboo Nature Park	North end of Lac La Hache									
	83 Mile Creek Spawning Channel	21 km. north of 70 Mile House near Green Lake	Major trout spawning channel managed by Fish & Wildlife Branch	Spring					•	Not applicable	
	Rockhounding	The Chasm (18 km. n.e. of Clinton)	Rockhounding for agate, opal & zeolite	Spring to Fall				•		Not applicable	
	Sports Fishing	Cariboo Plateau	Sport fishing in numerous lakes for rainbow, cutthroat lake & brook trout; Dolly Varden, Rocky Mtn. whitefish Kokanee; steelhead & chinook salmon in season	Spring to Fall			•			Not applicable	
	Green Lake	16 km. n.e. of 70 Mile House	32 km. long lake; beaches, fishing, boating, hiking, cross-country skiing, camping & resort accommodation.	Year round especially Summer			•			Not applicable	
	Canim Lake	43 km. east of 100 Mile House	37 km. long lake; beaches, fishing, boating, hiking, camping & resort accomod.	Summer			•			Not applicable	
	Canim River Falls	East end of Canim Lake	Natural waterfall	Spring to Fall				•		Not applicable	
	Lac La Hache	Lac La Hache	19 km. lake noted for its Kokanee; boating; fishing; hiking nearby; viewing; camping & resort accomodation; ice fishing and cross-country skiing	Year round			•			Not applicable	
	Cross-Country Skiing	100 Mile House & 108 Ranch	A comprehensive network of more than 120 km. of skiing trails	Winter			•			1979 = 30-34,000 skier days (est.)	
	100 Mile Ski Hill	7 km. north of 100 Mile House	Small downhill ski area						•		

TOURISM ATTRACTIONS - NATURAL FEATURES - CARIBOO-CHILCOTIN TOURISM REGION - 1980 (CONT)											
Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Horseback Riding	Green Lake, 108 Ranch & 100 Mile House	Horseback / trail riding	Spring to Fall						●	Not applicable
Quesnel Highland	Boss Mountain Mine	km. west of Williams Lake	A molybdenum mine first discovered in 1911 & now operated by Noranda; viewing, geological feature	Year round					●		Not applicable Visits by tourists <u>not</u> encouraged
	Quesnel Lake	70 km. n.e. of Williams Lake	The largest lake in the region; sport fishing for rainbow & lake trout, Dolly Varden & kokanee; boating; hiking; viewing; camping; resort accommodation; ice fishing & cross-country skiing	Year round especially Summer			●				Not applicable
	Sport Fishing	Quesnel Highland	Sport fishing in numerous lakes for trout, Dolly Varden, & Kokanee	Spring to Fall					●		Not applicable
	Quesnelle Forks, Bullion & Keithley Creek	The Likely area 75 km. n.w. of Williams Lake	Three abandoned gold mines established during the mid-1800's; viewing; hiking; geological features	Year round especially Summer					●		Not applicable
	Bullion Pit	2 km. north of Likely	Reputed to be the largest man-made hole in the world; an abandoned gold mine which used the hydraulic method of extraction; established in 1859 & produced until the 1940's; niking; viewing geological features	Year round especially Summer					●		Not applicable

TOURISM ATTRACTIONS - NATURAL FEATURES - CARIBOO-CHILCOTIN TOURISM REGION - 1980 (CONT)											
Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					International	National	Provincial	Regional	Local		
Barkerville / Bowron Area	Troll Ski Area	47 km. east of Quesnel	Downhill ski area 456 m. vertical drop; cross-country ski area, 25 km. of trails	Winter						●	1978=1503 party night Lake chain canoe trip = 3707 visitors 1979=1619 party night Lake chain canoe trip = 3522 visitors
	Bowron Lakes Provincial Park	113 km. east of Quesnel	123,088 ha park with the 116 km. chain of lakes located in the Cariboo Mtns, and famous for its canoe circuit canoeing; wilderness camping hiking nearby; viewing	Summer			●				
	Cross-country Skiing / Ski Touring	Barkerville Area & Bowron Lakes	Cross-country skiing/ski touring with a guide, operating out of Quesnel & Wells	Winter				●			

Sources:

- Accommodation and Campground Directory, 1980, Ministry of Tourism
- Calendar of Events, Fall/Winter 1979/80, Ministry of Tourism and Small Business
- Numerous local and regional promotional brochures
- Parks and Outdoor Recreation Division, Parks Data Handbook 1979, May 1980
- Plus individual tourism operators

Sources:

- Accommodation and Campground Directory, 1980, Ministry of Tourism
- Calendar of Events, Fall/Winter 1979/80, Ministry of Tourism and Small Business
- Numerous local and regional promotional brochures
- Parks and Outdoor Recreation Division, Parks Data Handbook 1979, May 1980
- Plus individual tourism operators

TOURISM ATTRACTIONS - MAN-MADE FEATURES - CARIBOO-CHILCOTIN TOURISM REGION - 1980											
Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-National	National	Provincial	Regional	Local		
Fitzhugh Lowland	-	-	---	-	-	-	-	-	-	--	
Dean / Kitimat Ranges	Sir Alexander Mackenzie Monument	70 km. n.w. of Bella Coola (approx.)	Site of terminus of Alexander Mackenzie's trip across Canada in 1793; park	Summer				●		Not applicable	
Bella Coola / Pacific Ranges	Wilderness Airline (1975)Ltd. Tours	Bella Coola	Sightseeing flights to Hunlen Falls & Lonesome Lake	Summer				●		Not applicable	
	Fish Boat Docks	Bella Coola	Picturesque fish boat area	Year round					●	Not applicable	
	House of Noonist	Bella Coola	On the reserve museum	Year round					●	Not applicable	
	Indian Rock Paintings	Bella Coola	Indian petroglyphs						●		
	Indian Museum	Bella Coola	Local museum of native Indian culture						●		Not applicable
	Totem Poles	Bella Coola	Totem poles	Year round					●		
Niut/Chilcotin Ranges	-	-	---	-	-	-	-	-	-	--	
Tweedsmuir Plateau	-	-	---	-	-	-	-	-	-	--	
Chilcotin Plateau	Tatla Lake Centennial Museum	Tatla Lake	Local human & natural history museum; outdoor display	Summer					●		
West Fraser Plateau	Mackenzie - Grease Historic Trail	Titetown Lake, north of Nazko	Historic trail following by Alexander Mackenzie from Fraser River to Bella Coola. Main section of trail;hiking	Summer				●		Under development	
Fraser Basin	Quesnel Historical Museum	Quesnel	Local history museum with pioneer,mining,logging,farming,Indian & Chinese artifacts	May 1 to October 15					●	1979 = 40,000 general, plus 1,000 on school tours	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - CARIBOO-CHILCOTIN TOURISM REGION - 1980 (CONT)											
Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key *
					Inter-national	National	Provincial	Regional	Local		
	Cariboo Pulp & Paper Tour	Quesnel	Tour of pulp & paper mill complex	By appt.						•	
	Hudson's Bay Store	Quesnel	Original Hudson's Bay store, renovated	Summer						•	
	Quesnel Wildlife Museum	Quesnel	Wilderness wildlife taxidermy displays							•	
	Cornish Wheel	Quesnel	Historic gigantic waterwheel used to pump water for gold mine shafts	Year round						•	Not applicable
	Quesnel Golf Course	5 km. n.w. of Quesnel	9-hole golf course & driving range	Summer						•	
Camelsfoot / Fraser Gorge	Williams Lake Wildlife Historic Museum	16 km. north of Williams Lake, Hwy. 97	B.C. game animals on display in natural settings							•	
	Williams Lake Museum	Williams Lake	Local history museum with ranching, mining, Chinese, Chilcotin & Shuswap Indian collections	May - Sept. & by appt.						•	1978 = 9,525 1979 = 14,000 1980 = 7,847 (May - Aug)
	South Cariboo Historical Museum	Clinton	Local museum housed in old Court House(c.1890); outdoor displays of early Cariboo transportation equipment	May to Sept.						•	1979 = 3,500 est.
Cariboo Plateau	Clinton Wildlife Museum	Clinton	Local wildlife museum							•	
	Golf Course	100 Mile House	9-hole municipal executive golf course	Summer						•	
	Concord Stage (Red Coach)	100 Mile House	Original 1915 Barnard Express stage which plied Wagon Road	Year round						•	Not applicable
	Watson Mansion	100 Mile House	Historic 1904(1909) mansion; now under restoration for youth camp	Year round						•	Not applicable

TOURISM ATTRACTIONS - MAN-MADE FEATURES - CARIBOO-CHILCOTIN TOURISM REGION - 1980 (CONT)											
Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Watson Mansion	100 Mile House	Historic 1904(1909) mansion; now under restoration for youth camp	Year round					●	Not applicable	
	Car Museum	100 Mile House	Specialty museum	Summer					●	1979 = 8,750 green fee users	
	108 Golf Course	108 Ranch	18-hole, Par 72, PGA golf course	Summer					●	1979 = 21,400 rider days (est.)	
	108 Riding Stable	108 Ranch	35 horse stable with trail riding & autumn cattle roundups	April to October							
	Tatton Road Riding Arena	108 Ranch	Home of equestrian events including Cutting horse, English, cross-country, dressage & breed shows	Year round					●	Not applicable	
	108 Historic Buildings	108 Ranch	Original 108 Ranch House & Clydesdale Barn, now under restoration	Year round					●	Not applicable	
	108 Road House	108 Ranch	Original log road house from Cariboo Wagon Road	Year round					●	Not applicable	
	The Garden	108 Ranch	2 ha. landscaped park with 27 lifesize biblical sculptures & 650 seat amphitheatre audio-visual presentations	Summer				●		1979 = 10,000 visitors 1980 = 15,000 visitors expected	
	Lac La Hache Museum	Lac La Hache	Local history museum	May - Sept.					●		
	Quesnel Highland	Jack Lynn Memorial Museum	Horsefly	Local history museum with gold rush artifacts, pioneer tools & equipments	Jul & Aug Other mos. By appt.					●	1979 = 281 visitors
	Ghost Towns - Quesnel Forks, Bullion and Keithley Creek	Likely area	Abandoned gold mining towns	Year round especially Summer					●	Not applicable	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - CARIBOO-CHILCOTIN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature				Attendance	Key #
					Inter-national	National	Provincial	Local		
Barkerville / Bowron	Stanley Cemetery	Stanley	Pioneer cemetery of abandoned mining town	Year round esp. Summer				•	Not applicable	
	Cottonwood Historic Park	29 km. east of Quesnel	Restored 1864 stage coach stop with furnished log house, out buildings, barns	Summer				•	1978=23,494 visitor days 1979=32,076 days	
	Wells	Wells, 8 km. w. of Barkerville	1930's gold mining settlement including Old Sunset Theatre movie house	Year round				•	Not applicable	
	Wells Museum	Wells	Local history museum related to placer & hard-rock mining	June - October				•	1978 = 50,670 party days 1979 = 56,169 party days	
	Barkerville Provincial Historic Park	Barkerville	Restored gold mining community with over 100 buildings, Museum displays, gold panning, live craft demonstrations, Richfield Courthouse & the "ghost" of Judge Begbie, Theatre Royal live shows, campgrounds & picnic area, stage, old cemetery	Year round		•				
	Bowron Lakes Provincial Park Nature House	Bowron Lakes	Nature house with natural history displays, talks & shows	June 1 to August 31				•	1978=7,846 individ. 1979=11,189 partic. (Interpret. & Inform.)	

SOURCES:

- Accommodation and Campground Directory, 1980, Ministry of Tourism
- Calendar of Events, Fall/Winter 1979/80, Ministry of Tourism and Small Business
- Numerous local and regional promotional brochures

APPENDIX 4

TOURISM EVALUATION MATRIX CRITERIA

The following criteria has been developed and tested for use in evaluating landscape/planning units for tourism potential. As noted there are four (4) categories (rankings) that can be applied to each unit according to the assessment of the resource. The description of each ranking is as follows:

3. High quality and/or abundance of the resource that has strong capability to interest or attract tourists or to support tourism development.
2. Moderate quality and/or quantity of the resource (notable but not exceptional) that has the capability to interest or attract tourists or to support tourism development.
1. Average to low quality and/or quantity of the resource that has little capability to interest or attract other than local tourists or with low capability to support tourism development.
0. Resources are negligible or absent.

APPENDIX 5

REGIONAL AND LOCAL POLICY STATEMENTS RELATED TO TOURISM

The following are excerpts from the major regional and local planning documents in effect in the Cariboo-Chilcotin Tourism Region. These excerpts illustrate the current positions that local governments have taken with regard to tourism development and related topics such as recreation, scenic vistas and camping facilities as in Williams Lake and Bella Coola. These statements are necessary for an appreciation of local concerns and some of the planning controls which could affect implementation. Since the writing of this report other community and settlement plans have been completed. These documents may be included in the review process.

A. Cariboo Regional District By-Law No. 600, Being a By-Law to adopt an Official Regional Plan for the Cariboo Regional District, 1977

SCHEDULE "B"

1. Policies for Rural Development

(a) Landscape Corridors

- (i) Access must be ensured through properly located, constructed and maintained roads, to avoid damage to watershed, aesthetic and fisheries values. Coordination of new access roads to tie in other resources should be encouraged where complementary benefits occur.
 - (ii) Aesthetic-recreation values of foreground and background views should be recognized in the utilization of forest resources by:
 - Providing sufficient windfirm strips of vegetation to screen out extensive clearcut areas and protect water influence zones adjacent to streams and lakes;
 - spacing clearcut areas to enable dispersed recreation; or
 - adopting stringent landscape management practices in areas of intensive recreation. Examples are: selection cutting and priority replanting to restore integrity of the visual landscape.
 - (iii) Development in open range land should be carefully integrated to preserve the character of these open spaces.
 - (iv) Mineral developments, including sand, gravel and other quarries, should be located out of sight from travel routes and coordinated with other resource uses to minimize adverse effects on landscape and water values. Refuse sites should also be subject to close control and supervision in a similar manner.
 - (v) Utility lines should be designed and located to preserve the natural qualities of the landscape by following contours around ridges where possible.
- (b) Transportation Corridors
- (i) In reviewing any development proposal along a highway, or the location of a highway itself, consideration must be given to the view obtained by the highway user. The view of the surrounding environment in its natural state is one of the most prized possessions of the Cariboo. It is now widely recognized, in regard to recreational travelling, that experience of the corridor through which the journey is made is an essential part of the trip experience.
 - (iii) In recognition of the present dual role of the Cariboo Highway, highway turnout rest stops associated with scenic vistas, should be selected and developed to enable fast moving traffic to proceed without hindrance from slow moving vehicles.
 - (iv) Major secondary highways in the Region together with the Cariboo Highway should be subject to the following development policies where appropriate:
 - Because the view and natural environment are important considerations, further development should be buffered from the highway with natural vegetation, contours or landforms. In this way, the rural character of the highways can be preserved and the interests of people living in the area protected.
 - Particular consideration should be given to the preservation of agricultural land, forests, water courses or lakes.

(c) Waterfront Development

- (i) Development on undeveloped lakes should only be approved after a study of the lake's environmental characteristics and use potential is undertaken. This study should be used as the basis for land use plans that will ensure the maintenance of the environment and the setting aside of adequate lands for public use.
- (ii) Subject to a study of individual lakes the following criteria are adopted as interim policies for the determination of applications for waterfront development:
 - A. Development on lakes should not exceed a standard allowance of 1.0 ha (2½ ac.) of water surface for every use unit (including a cottage, boat trailer space or parking space) located within 200 metres (660 feet) of high water. On small lakes where water temperatures, little or no flow-through, depth and surrounding soil conditions could create a rapid build-up of nutrient should excess development take place, this standard should be raised.
 - B. Fifty percent of the lake perimeter (extending back 200 metres (660 ft.) from high water) should remain in rural or public recreational use. At least 25 percent of a lake's perimeter (Crown Land) should be dedicated to public use. No development of public land should be allowed without the provision of adequate facilities for litter and pollution control.
 - C. Where lots are subdivided within 200 metres (660 ft.) of the high water mark of a lake, such lots shall not be less than .4 ha (one ac.) in area with 46 metres (150 ft.) water frontage, provided that where cluster subdivision is used and the lakeshore retained for the use of all the property owners, or for public use, lot sizes may be reduced on the basis of a density of one dwelling per acre of the parcel being subdivided.
 - D. Where lots are subdivided to the high water mark, one-tenth of the lake frontage should be reserved for public access. Public access reserves should be combined where possible to establish usable frontage areas. It is suggested also that these combined public access reserves should be associated with good quality frontages so that, those cases involving upland lot subdivisions, people can enjoy beach recreation if potential for this exists.
- (iii) Rural zoning should be retained in respect of all alienated land within 200 metres (660 ft.) of any lake. Within this area, zoning by-law amendments for residential, industrial and commercial (including resorts) uses should be determined on the basis of the interim policies outlined in Section 1(c), Subsection (ii), or on the basis of policies determined as a result of further study of individual lakes.

2. General Policies - Urban Development

(a) Major Urban Centres

The Plan stresses that any further facilities in the form of major institutional and commercial developments should be encouraged to locate in the three main centres. These centres are the rightful location for major shopping centres, entertainment and cultural facilities.

B. Town of Williams Lake Official Community Plan By-Law #685, 1979, Approved May 15, 1979

II THE WILLIAMS LAKE SUBREGION

D. Employment Base

4. Tertiary Sector

a) Trade and Services

1) Recreation and Tourism

The area around Williams Lake is classified by the Canada Land Inventory as having a generally moderate capability for recreation. The classification defines moderate as having a natural capability to engender and sustain moderate total annual use based on dispersed activities. The pattern of forest and scenic open range country with frequent lakes and marshes provides excellent opportunity for hunting, fishing, boating, cross-country skiing, snowmobiling, camping, trail riding, nature interpretation and similar activities.

The facilities available to tourists in the Subregion are fairly well developed. Accommodation facilities have been primarily dependent on local business activity and secondarily on tourism, thus they are not susceptible to the severe seasonal

effects encountered by most summer resort areas. There has been a gradual improvement in provision of other tourist facilities, such as restaurants and evening entertainment facilities. The major facility lacking is a campground. Although development of the tourist industry will have only a slight impact in terms of the creation of new jobs, the economic impact will be substantial as income for the local businesses will be generated as a result of tourist expenditures.

III DEVELOPMENT POLICIES FOR WILLIAMS LAKE

B. GOALS AND OBJECTIVES

Goal: To provide for the development of the Williams Lake Subregion in a way which allows for freedom of choice in both economic opportunities and social activities and respects the natural environment.

Objectives

1. To diversify and promote further expansion in the employment base so as to maintain growth in the community.
6. To accommodate public and recreation facilities in appropriate locations to serve both residents and visitors.
7. To preserve and enhance areas of special importance by reason of scenic, cultural, or historic values.
8. To identify and protect lands essential to the natural resource based industries.
9. To ensure that development does not take place in areas of hazardous conditions and to safeguard the natural environment.

C. POLICIES TO GUIDE DEVELOPMENT

1. **Objective:** To diversify and promote further expansion in the employment base so as to maintain growth in the community.

Policies:

- a) The Town and the Regional District agree to jointly identify and investigate those industries that might be encouraged to locate in Williams Lake. Prime areas of interest will include the further processing of wood products and agricultural products presently being produced in Williams Lake. A second area of interest will be the tourist and recreational industry.

2. **Objective:** To continue to strengthen the role of Williams Lake as a regional shopping centre.

Policies:

- a) All general commercial uses (i.e. retail commercial and office uses, cultural, recreational and entertainment uses, and government offices) will be concentrated in the downtown core area of the Town, as indicated on the Community Plan Map.
- f) Beautification schemes and rehabilitation proposals will be pursued where appropriate. These include:
 - i) a tree planting program in the downtown core;
 - ii) upgrading of landscaping on boulevards, parking areas, and public areas;
 - iii) coordination of exterior finishes in the downtown core;
 - iv) examination of building plans to avoid construction of large blank wall surfaces facing shopping sidewalks or malls;
 - v) landscaping and fencing improvement in highway commercial areas.

6. **Objective:** To accommodate public and recreation facilities in appropriate locations to serve both residents and visitors.

Policies:

- c) The Town and Regional District will continue to ensure that the Scout Island area is preserved for recreational use. There will be consideration given to the improvement of pedestrian and bicycle access to the Island to tie in the recreational site with the urban area.
- d) The golf course will be retained. The course occupies a key position in the Subregion, both as a recreation site for local residents and tourists and as a visual asset to the Town.
- e) Baitan Park will remain in its natural state with improved park areas integrated with natural areas.
- f) Many of the areas designated by the Settlement Plan as environmentally sensitive areas are used for extensive recreation activities, including cross-country skiing, trail riding, and hiking. These types of activities will be encouraged where feasible in the areas of Williams Lake River, Bond Lake, Chimney Valley, and the north-west portion of Fox Mountain.
- j) Williams Lake should be protected and improved for recreation activities of boating, fishing and swimming. Natural beaches are to be preserved for public use wherever possible.
- k) A campground to accommodate overnight travellers will be investigated for the Williams Lake Subregion. The site should be located close to the Caribou Highway, but buffered to reduce traffic noise. Adequate servicing will be required for recreation vehicle hook-ups.

7. **Objective:** To preserve and enhance areas of special importance by reason of scenic, cultural, or historic values.

Policies:

- a) The valley slopes provide an attractive backdrop to the Town and will, where possible, be retained in their natural state.
- b) The Williams Lake River Valley is unique. This Valley should be carefully managed to protect its natural values and urban infringement kept to a minimum.
- d) The burial mounds located in District Lot 72 are to be protected according to the National Heritage Act of 1977 Section (2)b. The site will be fenced to protect abuse of the property and designated as PRO on the Community Plan Map. Consultation will occur with the Provincial Archaeology Division before proceeding with any proposed development in the vicinity of known archaeological sites.

8. **Objective:** To identify and protect lands essential to the natural resource based industries.

Policies:

- a) Existing land management policies of the Province, Federal Government and other public agencies will be respected wherever possible. Negotiation with provincial agencies will be initiated on specific issues which may arise.
- b) Residential, commercial and industrial uses will not be allowed in areas that are better suited for forestry, agriculture or mining.

9. **Objective:** To ensure development does not occur on lands subject to hazardous conditions and does not disrupt the natural environment.

Policies:

- c) All streams are to be protected from disturbance so as not to interfere with their drainage function or fish-bearing capacity. No filling, vegetation removal, or other activity will be allowed where the result would be an unfavourable increase in flow, turbidity, bank slides, silting or pollution.
- d) Urban development shall be such that the surrounding environment, landscape and vegetation is complemented. It should not destroy the natural vegetative cover or soil, or promote erosion or contamination of water. Where new development occurs, the storm drainage from such development shall not be allowed to cause stream flows to exceed their natural peak flow levels.
- e) No development will be allowed which would adversely disturb the Williams Lake River canyon. No construction shall take place within 60 metres of the edge of the canyon.

C. 100 Mile House Official Settlement/Community Plan - DRAFT, December 1979, Urban Programme Planners

II Description of the 100 Mile House Subregion

A Economic Base

The abundant lakes and wide open ranges of the Subregion have attracted tourists from all over British Columbia to enjoy a wide range of recreational experiences. Hunting, fishing, boating, cross-country skiing, snowmobiling and camping are examples of some of the activities available to the Cariboo vacationer. The paving of the Cariboo Highway provided tourists with access to exploit the immense recreational potential of the area. Consequently, the tourist industry has become an integral component of the economic base of the Subregion on a year-round basis. With events like the Cariboo Marathon, the area is fast becoming known as one of the major tourist areas in the Province. Prospects for the future are that the tourist industry will become an even more important part of the Subregional economy. Although the industry does not generate as much employment as other resource industries, the money that is spent by the tourist is a great stimulator for the local economy and will expand tertiary employment.

Until the tourist industry emerged as a major component of the economic base, the tertiary sector industries developed in response to the needs of the population that moved into the area for the resource sector jobs. These support industries provided the local people with day-to-day goods and services. However, more recently the food and accommodation industry has expanded due to the external demand initiated by tourists. Table I shows that the greatest increase in the labour force between 1971 and 1976 occurred in the trade and service industries. As the population increases and as the tourist and recreation industries expand, the tertiary sector industry will continue to play a more important role in the economy. If the tourist industry stabilizes, the growth in the tertiary sector will also stabilize. It is projected that the population will not increase at the rate that it has during the last 5-10 years, even with tourist and recreational sector growth.

III Policies to Guide the Future Development of the 100 Mile House Subregion

ECONOMIC OBJECTIVES

1. TO DIVERSIFY AND PROMOTE ECONOMIC ACTIVITY THAT MAY PROVIDE EMPLOYMENT OPPORTUNITIES FOR THE LABOUR FORCE AND TAX REVENUE FOR THE LOCAL AND REGIONAL GOVERNMENT.

c) The tourist industry will be encouraged to continue to function as an integral component of the Subregional economy.

Reason: Although the restaurants, hotels, motels and local retail shops do not provide many employment opportunities for the area's residents, the economy of the Subregion is strengthened by the tourist industry. Initially, tourist dollars are absorbed into the local economy by way of increased expenditures in tourist-related establishments. This income results in increased spending by both the commercial outlet and its employees, which in turn benefits the local establishments unrelated to the tourist industry, such as furniture, appliances or home improvement outlets. These multiplier effects will continue to generate increased income so long as the money is being spent locally. Tax revenues are also increased, creating more funds available to be used to augment and improve the existing levels of services provided by the local or regional government.

Action: (i) Discuss with the Cariboo Tourist Association methods to promote the Subregional tourist potential.
(ii) Apply to the Ministry of Tourism for financial assistance under the Travel Industry Development Subsidiary Agreement (TIDSA).

SOCIAL OBJECTIVES

5. TO ESTABLISH A CIRCULATION SYSTEM THAT IS BOTH SAFE AND EFFICIENT IN ITS MOVEMENT OF GOODS AND PEOPLE IN THE SUBREGION.

Policies

a) Development of land adjacent to Highway 97, Highway 24 and the Canine Lake Road will be limited to the infilling of existing developed areas abutting the highway.

Reason: Highway 97 is a high speed transportation corridor whose prime function is to carry through-traffic in the form of inter-urban and provincial community and tourist flows. Local residents also utilize the highway to get to and from employment, shopping, residential and recreational destinations. Highway 24 is the major east-west transportation corridor in the Subregion. Although it is not as important a community and tourist transportation route as the Cariboo Highway, it is utilized by both logging trucks and Sheridan and Bridge Lake residents and tourists. The highway is in the process of being improved, and consequently development pressure will occur alongside it. For both safety and transportation efficiency reasons, it is necessary to ensure that a minimal amount of conflict arises between local and through-traffic vehicles.

ENVIRONMENTAL OBJECTIVES

6. TO PROTECT LAND AND WATER AREAS ESSENTIAL TO THE NATURAL RESOURCE BASED INDUSTRIES.

e) The recreational potential and capability of each lake will be maintained and enhanced.

Reason: There exists a wide variety of ways in which lakes are used for recreational purposes in the Subregion. Fishing, boating, canoeing, and waterskiing are some of the more popular uses of the lakes, while hiking and camping on the lakefront lands are also common. As a result, tourists and temporary residents are attracted to the area because of the wide range of recreational opportunities that are available.

Action: (i) Manage the development of lakefront lands according to the overall impact which the development will have on the lake and surrounding lands. The Lakefront Planning Guidelines established in the Regional Plan should be used to guide development. It should be recognized, however, that these guidelines are extremely general in nature and should only be utilized until individual planning studies have been completed for each lake. These studies should be undertaken by the Regional District in conjunction with the various provincial agencies. As was recently completed in Thompson-Nicola Regional District, each lake should be classified according to various criteria such as: the use, water quality, water-fowl and fish capability, physical features and public access of the lake, and the development, soils, slope and vegetation cover of the lakefront lands. Priority should be given to those lakes and lakefront lands most used and/or under development pressure.

f) As designated Parks, Recreation Open Space (PRO) on the Settlement/Community Plan Map, Provincial parks, Forest Service recreation sites and U.R.E.P. (Use, Recreation and Enjoyment of the Public) reserves will be safeguarded for present and future use.

Reason: These sites provide both residents and tourists the opportunity of partaking in a wide variety of recreational experiences.

Action: (i) Ensure that development that is within the influence of recreation sites has no detrimental effects on the recreational resource.

h) Areas exhibiting a high capability for fish and wildlife will be protected from conflicting uses.

Reason: The protection and enhancement of both the fish stock and wildlife populace is essential in order to provide for a high quality of fishing and hunting experience for tourists and area residents. Management of the fish and wildlife populations is also important to nature conservationists.

Action: (i) Reject rezoning applications for lots less than 4 hectares (10 acres) in areas that have a high capability for fish and wildlife, as determined by provincial agencies.

i) The natural surrounding of the 108 Recreation Ranch will be preserved so as to maintain its position as a recreational focal point for tourists and the Subregional residents.

Reason: The variety of facilities that are offered at the ranch typify the recreational experience that is available to recreationists throughout the Subregion. Although the ranch has not been as successful in attracting secondary cottagers as originally planned, the use of the facilities by both tourists and residents has been quite extensive.

Action: (i) Ensure that residential subdivision does not occur on lands within the 108 Ranch "Greenbelt Areas." These areas are defined on the 108 Mile Ranch Green Belt Areas map that has been deposited in the Regional District Office. Although designated Park Recreation and Open Space, the Land Use Contract for the Greenbelt Area, specifies that ranching is a permitted use.

j) Subdivision will be discouraged that would interfere with the use of cross-country ski trails.

Reason: In recent years, cross-country skiing has become an integral part of the tourist industry in the 100 Mile House Subregion. Both residents and tourists have recognized the enormous potential of the area, and consequently, cross-country skiing trails have been established. Projections for the future suggest that the industry will continue to expand and thus protection is required for both existing and future ski trails.

Action: (i) Approve rezoning applications adjacent to ski trail corridors only if buffers are provided to avoid land use conflicts. The buffers may be in the form of tree screening or fences.

D. Interlake Official Settlement Plan, Draft #3, May 1980

III Regional Board Objectives and Policies

A. Land Use Pattern

- Commercial and Institutional Policies

Objective: To concentrate local commercial establishments and institutional facilities in the most accessible locations while respecting the rural character of the area.

3) Recreational Commercial Development

Private resorts, fishing camp, etc., will be accommodated in either the LAKEFRONT RESIDENTIAL or RURAL RESIDENTIAL designated areas provided the following criteria are met:

- a) the development has minimal impact on the surrounding residential or resource uses.
- b) the maximum density of the development is 1 unit/0.4 hectare (Note: there is still a need to establish a maximum level of units to be permitted in resort development).
- c) good access from a major road.

TRANSPORTATION POLICIES

Objective: To encourage the provision of a circulatory system that is both safe and efficient in its movement of goods and people.

2) Improving and Rerouting of Highway 24

The Regional District will support the upgrading of the highway by the Ministry of Highways. Certain sections will be redesigned as indicated on the Plan-Map. The highway will bypass the Bridge Lake store area to the north, and the western shore of Roe Lake to the west.

3) Mahood Lake Road

Mahood Lake Road will continue to function as the major north-south route in the area. The number of direct accesses onto the road will be minimized since most of the adjacent land is in the RESOURCE AREA.

C. RECREATION MANAGEMENT

Objective: To encourage both private and public recreation-oriented uses to be of a type, an amount, and in a location that enhances the recreational potential of the area.

2) Future Recreation Reserve

The Parks Branch will be requested to present any plans for future recreational development to the residents of the area for public input. Two (2) sites have been identified by the Parks Branch as potential park areas - east shore of Bridge Lake, and the neck of land between Ouba and Sulphurous Lakes - and have been designated PR.

3) Recreation Resources

Important recreational features, such as scenic backdrops, natural watercourses, and wilderness lakes will be preserved in their undeveloped state in order to maintain the unique recreational resources of the area. These areas have been designated RESOURCE AREA on the Plan-Map.

4) Fish and Wildlife

The fish and wildlife values will be protected by consolidating development thereby minimizing the intrusion of human settlement into natural habitat areas. Management of these resources will continue to be under the jurisdiction of the Provincial authorities.

5) Use of the Lakes

The major lakes in the area will continue to support a variety of recreational uses, until a comprehensive water quality study is completed. At that time, the study findings may indicate that restrictions should be enforced. In the interim, if applications for boating and parking restrictions are made to the Regional District, the Board will consider such requests by consulting with area residents and any responsible Provincial agencies. Lake-use zoning is a technique that may be utilized in managing those of the lakes.

6) Public Access to Lake

Guidelines 5 and 8 of the Lakefront Planning Guidelines, By-law #600, will continue to be used in evaluating future lakefront subdivisions. However, a new study is needed to revise the guidelines for the provision of public access to lakes. In both fee simple and strata title subdivision, the Approving Officer should continue to give due consideration to the dedication of lakefront land to the public.

E. Official Settlement Plan: Bella Coola Valley, Central Coast Regional District, July 1979

PART 1: Central Coast Regional District Bella Coola Valley Official Settlement Plan By-Law No. 23, 1979

General Policies

Policies concerning the location amount and type of major commercial use.

Objectives

1. To encourage and protect small business enterprises.
2. To maintain the existing townsite commercial core as well as to provide neighbourhood shopping facilities.

Policies

1. The Townsite of Bella Coola will remain the major commercial and service centre for the valley for at least the short range.
2. The immediate expansion of retail commercial facilities and government office space at the townsite will be restricted by zoning to infilling . . . (The east side of Burke Avenue could also be redeveloped to commercial uses if the Band Council so decided and this possibility should be kept in mind when allocating expansion space to commercial purposes.) Tourist oriented and river oriented commercial uses will be allowed outside the retail commercial area of the townsite.

POLICIES CONCERNING THE LOCATION, AMOUNT AND TYPE OF MAJOR RECREATIONAL USES.

Discussion

The area lacks overnight camping facilities west of Abnorka. This has created problems of pollution, environmental damage and trespass along the lower river banks. A 1977 committee of the Board determined that campers on the river banks were generally fishermen and therefore, the problem was seasonal. The Abnorka Campground was poorly located for their purposes. The committee suggested that three to four campsites accommodating 25-40 units could be set up along the valley floor by either public or private sectors. Crown sites that would be suitable included Snoot Creek Park, Nanogah (Lot 186), Selampt Reserve, and Burnt Bridge Creek at the Bella Coola River. The committee pointed out that banfield camping facilities would have to be made available before By-laws banning the use of the banks for camping could be instituted.

Policies

1. Private camping facilities will be allowed in areas convenient to the Bella Coola River and removed from residential areas. A by-law setting standards for private camping facilities will be adopted by the Board.
2. The Parks Branch will be encouraged to develop a lower river provincial park on Crown Land. Lot 156, at Nootseguich, has been reserved for the use, recreation and enjoyment of the public.
5. The campers' sand dump located at Snootli Park will be publicized.
6. Local public involvement will be encouraged in the planning of Tweedsmuir Park.

POLICIES TO PRESERVE, PROTECT AND ENHANCE LAND AND WATER AREAS OF SPECIAL IMPORTANCE BY REASON OF SCENIC OR RECREATIONAL VALUES OR NATURAL, HISTORICAL OR SCIENTIFIC INTERESTS.

Discussion

Bella Coola has an extensive store of archaeological, historical, natural and scientific features of great interest within and outside of the valley.

Many of these features—such as the fisheries, game and archaeological sites—are protected by federal and provincial laws. Unfortunately these laws come into effect most often after the features have been destroyed or damaged. An important function for the Regional District and Approving Officer should be to inform developers of the existing regulations.

Features of historical interest such as standing native structures and petroglyph sites and early Norwegian buildings are eligible for designation as heritage sites and heritage objects under the province's Heritage Conservation Act. This Act allows for compensation to be paid to owners of sites and buildings deemed to be heritage. The Regional Board could form a Heritage Advisory Committee under this Act to determine sites and assist in their protection.

Objectives

1. To protect the fish bearing capacity of the valley river system.
2. To protect areas of special scientific, historic or natural significance.

Policies

1. The Regional District Board will alert all persons seeking land subdivision approval of the "Guidelines for Land Development and Protection of the Aquatic Environment," Fisheries and Marine Service Technical Report No. 807, 1978.
2. The Regional District will check all development plans against its archaeological sites map and alert developers of sites of historic or archaeological significance to the provisions of the Heritage Conservation Act, 1977.
3. The Regional District will appoint a Heritage Advisory Committee to inventory special heritage sites and negotiate senior government assistance in funding their preservation.

PART 2: BACKGROUND REPORTS

GENERAL ECONOMY

Tourism Sector

The limited accessibility of Bella Coola has seriously limited the development of tourism. The area is well known as a fishing and hunting centre, but actual tourism use of these resources has been limited. The hotels and motels of Bella Coola rely as much or more on government and business travellers as on tourists.

The motels and hotels of the valley are located on the townsite or along the highway. They are not destination resorts for tourists—there is no resort type development in the valley except for Tweedsmuir and Talchako Lodges, outside the actual study area. Fly-in fish camps and hunting camps have not been overly successful in the past—perhaps because of access difficulties. The valley proper is lacking in lakes and beaches which would be good sites for such resort development. The benefits to the valley from Tweedsmuir Park development would vary, depending on the type of development undertaken. Business government trade has allowed a considerable expansion of hotel facilities in the valley in recent years, and, with increasing provincial economic integration, this expansion is apt to continue. Land demands for this economic sector are not great. It would appear that a great deal of flexibility will be required in regard to siting such uses. They generate considerable evening auto traffic if licensed for liquor vending. They are also greatly enhanced for the travellers who stay in them if located in scenic spots or near fishing spots. Siting should be regulated therefore, by a desire to avoid traffic near residential areas and a desire to take maximum advantage of the valley's special natural attractions. Pre zoning in such a case is not practicable and development applications will have to be reviewed on an individual basis.

F. Regional Plan 1979, Thompson-Nicola Regional District

PART II: THE REGION AND ITS RESOURCES

TOURISM AND RECREATION

Recreation and tourism are important elements in the economy and lifestyle of British Columbia, and maintenance of high quality facilities is important to residents and tourists alike. The rich scenic variety of the Thompson-Nicola Regional District, the accessibility afforded by the major rail, road and air networks, and the central position of the Region in relation to major centres of population in British Columbia and Alberta are highly significant. On the one hand they have been important factors in the development of this segment of the economy and in the enjoyment of the area by its residents. On the other, they create a combination which subjects the Region to increasing recreational demands and rapidly growing tourist populations. There is a great need to ensure that overuse and over-accessibility do not destroy a valuable resource and result in a decline in quality. At the same time, it is also important to ensure that other aspects of the economy—industry, transportation, settlement—do not produce conflicts that will also threaten quality in the tourism/recreation sector. If recreational quality declines, it is not only the economy that will suffer. There will be a loss of livability in the Region itself and, taking a wider view, there will also be a loss in livability for those who live in the big urban centres and who look to the wilderness and countryside for amenities and experiences not found in urban living. Careful management is essential if these pitfalls are to be avoided. Some of the major issues in the Region have to be examined with recreational resources in mind.

PART IV: PLANNING FOR THE REGION

REGIONAL PLAN - POLICIES - SCHEDULE "A" - BY-LAW NO. 501

GOALS

The Regional Plan includes policies that will:

- 1) Encourage the wise use of the renewable and non-renewable resource base;
- 2) Promote growth and diversification of the economic and social environment;
- 3) Work towards minimizing detrimental impacts on the natural environment and conditions that would be a liability to future residents.
- 6) Consider land capability when making land use decisions;
- 7) Encourage co-operation and dialogue with all other agencies operating within the Regional District;
- 10) Recognize and support the important role of water resources and ensure protection of quality and quantity;

CORRIDORS/RESOURCE AREAS

The lands adjacent to major transportation corridors which cross the region are designated as "sensitive" areas. Within these "sensitive" areas, development within the control of the Regional District must be cognizant of environmental impacts. Lands bordering on lakes and other areas with high recreational capability are also classified as "sensitive" and would require the same environmental assessment.

The lands that are predominantly devoted to resource uses such as forestry, agriculture (ranching) and mining, are generally in the public domain, and they are under the jurisdiction of Resource Agencies. Use of these lands for any major development should be accompanied by an evaluation of its impact.

URBAN SETTLEMENT PATTERNS

A hierarchy of urban settlements is recognized on the Regional Plan, . . . local service centres such as . . . Clinton, . . .

RURAL DEVELOPMENT

Development control exercised through adaptations of basically urban control processes has generally proved inadequate to the task in rural areas. Full consideration will be given to the establishment of two broad rural designations:

- a) Resource Area - in which resource activities such as forestry, mining, agriculture and ranching would be the dominant land uses.
 - b) General Area - in which other rural activities would be permitted in combination with the above resource activities.
- In the General Area, five sub-classifications will be considered:
- 4) Tourist Recreational - areas for the establishment of tourist or vacation type commercial uses, including holiday camps, hotels, etc.

The establishment of these areas will be based on an evaluation of the land's capability for resource production and use, with particular attention being paid to the maintenance of the rural economic base, both existing and potential, including agriculture and forestry activities.

One of the important requirements of this type of designation would be the provision of environmental impact assessments for all proposed developments in the rural areas in order to maintain and enhance the essentially rural characteristics.

LAKES AND LAKE SYSTEM PLANNING

It is recognized that there are differences between lakes and their ability to support different uses. Each lake should be analyzed as a unique entity. Regional lake planning will provide a framework for the distribution of appropriate activities through a system of lakes, rather than expecting each lake to provide a full range of activities. In order to assign the appropriate activity to each lake, the following characteristics will be considered:

- a) Aesthetic attributes - visual landscape analysis.
- b) Bio-physical characteristics - surface area, depth, volume, nutrient loading and flow-through period, quality of source waters and physical nature of tributary streams, shoreline and foreshore characteristics, present and potential fish capability.
- c) Socio-economic factors - access, zoning land status, existing development.
- d) Existing and potential uses of water.

Classification of lakes into the following four tier classification is adopted, which will be studied further for detailed analysis and policies including review of this classification:

- 1) Wilderness Recreation Lakes - are lakes with a high aesthetic value, located in remote areas with access restricted to walk-in trails. These lakes offer an opportunity for quiet and solitude, with motor vehicles and power boats prohibited.
- 2) General Outdoor Recreation Lakes - are lakes where a variety of activities would be permitted. These lakes would normally be fairly large and deep with a good capacity to sustain development. Road access would be available and some private cottaging permitted, preferably in clusters away from the lake's edge. Development of public and private day use and overnight camping facilities would also be permitted, up to the capability of the lake.
- 3) Intensive Use Lakes - are those which are easily accessible and heavily used, and are large enough to support a variety of active uses. Lakeshore development on these lakes will probably be already well established.
- 4) Special Use Lakes - are those that have some special characteristic that warrants their preservation for one particular use. Other uses might be permitted to the extent that no conflict with the predominant use is created.

TRANSPORTATION AND ENERGY CORRIDORS

The transportation sector is an important component of the economic base of the Regional District, and provides a critical link in the provincial and national transportation systems.

B. RAIL

A new rail linking the BCR at Clinton with the CPR/CNR will be supported for greater diversification of rail networks and economic benefit to the region.

G. Economic Development Profile and Opportunity Identification Study: Regional Overview of Sub-Regions, Thompson-Nicola Regional District Economic Development Commission, October 1979

II ECONOMIC DEVELOPMENT OPPORTUNITIES

1. South Cariboo Sub-Region

Clinton - General Comments

- 5) Tourism package appears to offer the best possibilities.

Specific Prospects

- 2) Service - bank with higher loan approvals and faster turn-around; tourism and cross-country skiing could become important if other services were improved; the Cariboo gold rush theme should be emphasized; Clinton should be made a destination point for the Interior; senior citizens' retirement village; personal services, such as dentist, barber-hairdresser.

POOR

QUALITY

ORIGINAL